



# MANAGEMENT DEVELOPMENT PROGRAM ON DIGITAL TRANSFORMATION – SMART DECISION STRATEGIES

NOVEMBER 16 TO NOVEMBER 17, 2023

UNLOCK YOUR ENTREPRENEURIAL POTENTIAL!

**XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP**  
Electronics City, Phase II, Hosur Road, Bangalore – 560 100

## Overview

In today's rapidly evolving business landscape, digital transformation has become a strategic imperative for organizations seeking to thrive in the digital age. A 2-day Management Development Program (MDP) on the Overview of Digital Transformation is designed to empower the participants with the knowledge and insights needed to lead an organization through the digital revolution.



## Topics Covered:

- Digital disruption
- Need for Digital Transformation
- Technologies driving Digital Transformation
- Challenges and opportunities
- Strategies to overcome resistance
- Develop a digital transformation framework
- Sharing industry experiences by experts
- Leveraging Data Analytics
- Agile Project Management

## Key Takeaways

- Fundamental concepts and trends
- Strategic opportunities and challenges presented by digital disruption
- Explore emerging technologies and their transformative potential
- Develop a tailored digital strategy aligned with organizational objectives
- Apply change management principles to ensure a smooth digital transition

## Who will Benefit

- R&D Managers/Scientists/Mid-level Executives from Industries
- Junior/Mid-level Executives
- Academic community



## Fee Structure

**Per Delegate:** Rs 7500 + GST (18%)

**Mode of Payment:** Cheque/DD/NEFT/Paytm

### Bank Details:

Beneficiary: XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP

Bank Name: SOUTH INDIAN BANK

Branch: KORAMANGALA BRANCH

Account No.: 0416053000000201

IFSC Code: SIBL0000416



**For inquiries and registration,  
please contact:**

Prof. Madhukumar P. S.  
madhukumar@xime.org  
9845934029

Dr. K. Subramanian  
subramanian@xime.org  
9551954199

## About XIME

XIME is one of the top B-Schools of India, with three excellent campuses in Bangalore, Chennai and Kochi. It was founded in 1991 by a group of academicians headed by Prof. J. Philip, who is a former Director of IIM-Bangalore and a former Dean of XLRI. XIME's flagship programme is its two-year PGDM. XIME has a strong B-Schools network with some of the leading institutions in France, Germany, the U.S., Brazil, China, Russia and South Africa



Prof. J. Philip  
Founder, XIME



Prof. Madhukumar P. S.  
Dean (QA), XIME, Bangalore



Prof. N. M. K. Bhatta  
Dean (Research),  
XIME, Bangalore



Mr. Arijit Maitra  
SVP, Sutherland Global



Mr. Vinod K. Iyer  
CEO, INUbe



Mr. Samir K. Sahoo  
CEO, Aptus Data Labs



Prof. Amod K. Vijayvargia  
Associate Professor,  
XIME, Bangalore



Dr. Subramanian K.  
Asst. Professor,  
XIME, Bangalore



Mr. Sreenath L.  
CEO, i4digitalvalue.com



Mr. Basavaraj S.  
GM, WIPRO