

Executive Management Training Programme

# Leading Digital Transformation (LDT) *Certificate Programme*



# OVERVIEW

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Leading digital transformation requires both an understanding of technologies driving the change, as well as the ability to lead the organizational transformation. A robust business model that is built on top of the technology is therefore the key to digital transformation and sustained value creation.

The companies can choose to develop new technologies with the customer needs in mind or build a product/service and a business model with improvements to existing technologies. What approach should one adopt? This three-week programme is designed so that it offers great networking opportunities thanks to the multi-institutional cooperation, and so that it provides a framework to analyze and develop an innovative blueprint.

# THE PARTNER INSTITUTES

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This programme has been conceived, designed and developed by IIMB in cooperation with FAU and Fraunhofer IIS to address the question of building transformational business models using technological advances.



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

*in cooperation with:*



# THE PARTNER INSTITUTES

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**Friedrich-Alexander Universität Erlangen-Nürnberg (FAU)** The FAU is one of the strongest research universities in Germany and particularly stands out in the field of Engineering and Technology. Reuters Innovation ranks it the second most innovative university in Germany and sixth in Europe. FAU works with major international research institutions such as Helmholtz, Fraunhofer and Max Planck. FAU fosters and encourages transfer of scientific knowledge into practice.



**Fraunhofer Institute for Integrated Circuits IIS** The Fraunhofer IIS is one of the world's leading application-oriented research institutions for microelectronics and IT system solutions and services. With the creation of mp3 and the co-development of Advanced Audio Coding (AAC), Fraunhofer IIS has reached worldwide recognition. Fraunhofer IIS is actively involved in the development of digital solutions for reknown international industry partners.

*in cooperation with:*



**Indian Institute of Management Bangalore IIMB** has been ranked No. 2 in the India Rankings 2017 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD. IIM Bangalore has strong focus on leadership and entrepreneurial skills that are necessary to succeed in today's dynamic business environment. IIMB has been ranked among the Top-70 global schools by the Financial Times Executive Education Rankings 2017.



# NEW BUSINESS REALITIES: NEW COMPETENCIES

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For sustained business success, it is imperative that the businesses of tomorrow embrace technological challenges. Advances in computing technologies have made big data analytics accessible to every corporation across the globe. Falling data access and storage costs, maturation of IT security and cloud computing, and the ability to organize information using the blockchain has spawned the emergence of a lot of innovative business models. In addition, global corporations are waking up to the promise held by advances in automation and Robotics, Artificial Intelligence, Machine Learning, and Industrial Internet of Things. Smart products have already begun reaching consumer homes, and it is not long before they cease to be sources of competitive advantage for established corporations.

This emerging context requires that their leaders not only understand, but are able to leverage these technologies in their customer value propositions. It is also important that these leaders enable a culture of business transformation in their organizations. Given the evolutionary nature of these technologies, it is imperative that leaders cannot continue to work in their organizational/ industry silos, but be able to innovate and co-create with the help of the entire ecosystem.



# KEY TAKEAWAYS

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*The programme is structured around 5 key pillars*

1. The technology behind Digital Transformation: Participants get an insight into various disruptive technologies at the core of digital transformation.
2. Value creation through Innovative Business Models: This module will focus on how to build value around some of the underlying technological building blocks, including co-creation and open innovation methods.
3. Intrapreneurship: Case studies on how large and mature organizations have created entirely new lines of business by setting up a new culture of innovation and intrapreneurship.
4. Business Plan: Participants would create a business plan to lead digital transformation in their own companies.
5. Strategic thinking and leadership: Developing strategic thinking and the ability to lead self and others through complexity and change.

## TARGET AUDIENCE PROFILE

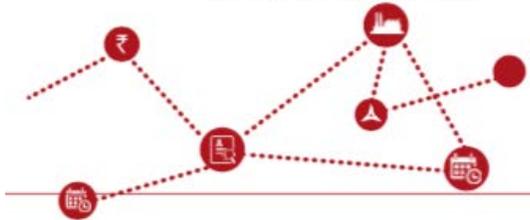
- CEOs
- CXOs
- COOs
- Vice-Presidents
- General Managers
- Business Heads
- Entrepreneurs



# MODULE NAMES

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**1** Technologies aiding digital transformation  
(FAU in cooperation with Fraunhofer IIS, Germany)



**2** Value creation through innovative business models  
(FAU in cooperation with Fraunhofer IIS, Germany)



**3** Intrapreneurship and business models  
(IIMB: Bangalore)



**4** Individual Projects



**5** Strategic thinking and leadership  
(IIMB: Bangalore)



# PROGRAMME SCHEDULE

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	Week 1 (6 Day)	Week 2 (6 Day)	Week 3 (3 Day)
Dates	February 18-23, 2019	April 29 - May 4, 2019	July 1-3, 2019
Venue	IIM Bangalore	FAU/Fraunhofer IIS	Indian participants will come to IIM Bangalore and German participants will come to Nuremberg.
Days	Monday - Saturday	Monday - Saturday	Monday - Wednesday

# PROGRAMME FEE

The tuition fee covers all instruction during the three modules; required books and other pedagogical materials including self-learning materials; coaching, tutoring and other intermodular support. Programme fee does not include the travel and living expenses for the three modules.

Programme fee is €7900 + VAT per participant which is payable in two instalments as per the schedule indicated below:

1st Instalment on or before 23 February 2019	2nd Instalment on or before 20 April 2019
€4200 + VAT	€3700 + VAT

## SELECTION CRITERIA

Participants will be selected based on professional achievement, work experience, and organizational responsibility.

## AWARD OF CERTIFICATE

Upon completion of the programme, participants will be awarded a joint certificate of completion from the partner institutes IIM Bangalore

## ALUMNI

Participants completing the Programme will be a part of the world-class Alumni network of IIM Bangalore and FAU.

# IMPORTANT DATES

Programme Start Date:  
18 February 2019

Application Deadline:  
15 December 2018

Release of first Shortlist:  
20 December 2018



# REGISTRATION

The organizations interested in nominating their employees and individuals interested in the Programme may apply online.

[>> Link to registration form](#)

## Contact person:

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Once registration is accepted, cancellation/refund queries and requests will not be entertained.



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