



**Birla Institute of
Management Technology**

Excellence with Values



**EXECUTIVE CERTIFICATE PROGRAM IN
STRATEGIC MANAGEMENT FOR A**

DIGITALIZED ECOSYSTEM

 **6-MONTHS**
CERTIFICATION PROGRAM

STARTS NOVEMBER, 2021

IMAGINXP.COM

ABOUT THE PROGRAM



125
SESSIONS



Stellar
PROFESSORS



Convenient
SCHEDULE



Affordable
PAY PLANS

The Value Chain and Five Forces Model were excellent methods for doing business in the 20th century, but with the advent of digitalization, 21st Century businesses need to re-define their strategies. Also, the users' needs have changed & they expect their service providers to be more than what they are or what they do.

This changing demand & increasing informal interaction between the users and the service providers have escalated the importance of an Ecosystem model over a Value Chain. It encourages businesses to work together & make Customer Satisfaction a top priority. To survive and grow in a Digital Ecosystem – the traditional skills of doing business needs a holistic update.

This is where the highly recommended - **Executive Certificate Program In Strategy Management For A Digitalized Ecosystem** by BIMTECH, in association with ImaginXP comes into the picture.

PROGRAM HIGHLIGHTS



For 6 Months
Tuesday & Thursday
7 PM - 9 PM



World-Renowned
Faculties



Effective & Unique
Curriculum



Flexible Online / Offline
Schedule



Lucrative Fees & Convenient
Installment Structure

FROM THE DESK OF **THE DIRECTOR, BIMTECH**



DR. HARIVANSH CHATURVEDI
Director, BIMTECH



BIMTECH launches a one-of-a-kind program : A comprehensive program to address the growing need for a digitalized ecosystem. The program includes mentors, workshops, personalized learning. Students will be benefitted to work with the best minds in the industry to develop the digital mind-set, and acquiring the skills required to thrive in the new digital ecosystem.

By joining BIMTECH, Students embark on an education system that is meant to be transformative – academically, socially, and personally. “Excellence and Values” are our guiding principles which are reflected in every activity of the Institute.

The program is in partnership with ImaginXP, a Higher-Ed Company in Future-Skills. Our collaboration with ImaginXP gives an extra edge to the program curriculum. ImaginXP is upskilling working professionals with its Industry relevant Future-skill degree programs and online learning platform MyCoach.

Through this program, we expect to increase the rate of successful start-ups and entrepreneurs in a Digitalized Ecosystem.

OBJECTIVE OF THE PROGRAM

In this post-COVID-19 era, most companies are looking for direct engagement with end customers by adopting a D2C strategy. And this change demands all the functional areas of a business such as - Marketing, Supply Chain, Operations, Finance, HR, Organizational Behaviour, and Strategy - to update their skillsets.

However, this change is not just challenging but also an opportunity to explore new means to do more business, only if we are ready to get out of our comfort zone.

Strategy Management in a Digital Ecosystem is a one of its kind program that will help a student embrace both internal (employees and internal framework related) as well as external challenges that come up in a digital business environment.

Further, it will empower the individuals and organizations with newly defined value propositions, as well as enables them to cater to the ever-changing needs of customers by learning:

- New and innovative customer experience strategies.
- Innovative business models which also source adjacent revenue opportunities.
- Ecosystem approach over traditional value chain approach, in which businesses don't compete but work together for their customer.

The program is delivered by renowned academicians and corporates & is enriched with face-to-face interactions, customized learning with hands-on learning pedagogies, projects that are delivered by highly competent faculty, industry-led curriculum, proven case-studies of leading brands, and strategic techniques delivered directly by experienced professionals, making it a unique and highly recommended program.

WHO MUST ATTEND THIS PROGRAM

The program is beneficial to many, including, but not limited to:



Professionals in strategic positions or likely to move in strategic positions.



Functional, geographic, and product divisions of established firms.



Start-ups that have moved from their early stage to commercial and scaling stages in either technology or non-technology businesses.



For entrepreneurial ventures, stand-alone, social enterprise, or corporate ventures within Venture Divisions.



Entrepreneurs at any stage of enterprise evolution: from early to middle and scaled-up stages.



Ecosystem partners: incubators, accelerators, investor's managers.



Corporate strategic partners.



Teachers, mentors, and advisors looking to support entrepreneurs.



The policymakers will also benefit from the program to develop knowledge and empathy for start-ups.



Anyone with 2-10 years experience in managerial positions & Science, technology, commerce, or Arts educational background.

PROGRAM STRUCTURE

The curriculum of this program is effectively planned to transform you into a future-ready professional.

THE PROGRAM MODULES

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- 01** Evolution of Digital Technologies
- Product, Markets & Business Models
 - Managing Social, Physical, & Business Environmental Externalities

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- 02** Business Dynamics & developing its unique tactics & strategies
- Focus on business dynamic resources
 - Understanding high velocity environments
 - Tactics & strategies to adapt business stability and change

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- 03** Developing strategic & innovation capabilities to be a leader
- Digital evolution of individual capabilities in middle level
 - Digital evolution of individual capabilities as senior level executives
 - Digital evolution of individual capabilities as a leader

-
- 04** Unique pedagogical tools & Applied projects for business simulations in digital world
- Customised and blended learning methods of simulating business models
 - Theoretical frameworks, case studies, and applied projects on business model in digital economy
 - Current issues and landscape of digital business models

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- 05** Professional peer networks
- Navigate uncertainty and risk together with the help of peer network
 - Networking with Industry leaders

-
- 06** Important business aspects of technology 4.0 at firm & Functional Area levels
- Marketing
 - Finance
 - Supply Chain
 - Business Analytics
 - HRM
 - Communication
-

PROGRAM OUTCOMES



Learn strategic thinking that enables you to position better for growth in strategic roles and thrive in the restructured organizations and job markets



Build integrative & strategic skills for crafting and executing strategies for functional, business, and corporate level strategies in the Digitalized Ecosystem



Interpret the impact of new-age technologies & changing consumers' demands on organizational strategies, business models, and strategic tasks that would ensure personal as well as a business growth



Understand the new age industry tools and frameworks to analyse internal and external forces impacting the organization



Gain a thorough understanding of the strategic management process to manage the needs of the business in the post-Covid-19 era.



Gain insights into structured techniques for effective decision-making and strategy implementation



Learn various new and innovative corporate strategies to sustain customer value



Examine your leadership style and update it to meet the new business and requirements



Explore new & emerging frameworks and techniques to develop your individual creativity and innovative mind-set



Learn about Design thinking processes to create 'out-of-the-box' solutions



Explore technology disruption and Industry 4.0 strategies for building competitive advantage and scaling business growth

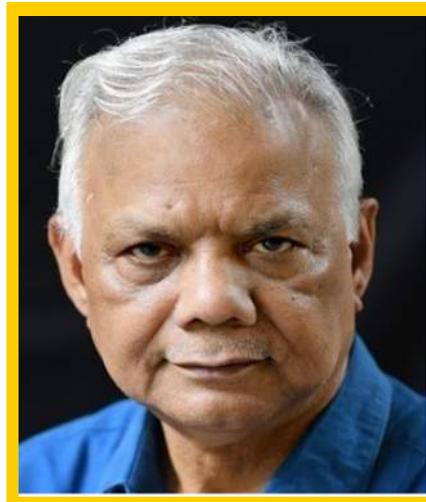
RENOWNED PROGRAM DIRECTORS WITH EXPERT FACULTY

PROF. MOD. AKBAR

ADVISOR - AREA OF STRATEGY

Professor Mohammad Akbar - M.Sc. & M. Phil. (Statistics) from AMU Aligarh and M. Phil. & Ph.D. (Entrepreneurship) from JNU, New Delhi.

- A scholar, consultant, and professor in the Strategic Management & Entrepreneurship area of IIM Lucknow for 30 years with 38 years experience of teaching in Indian and foreign Institutions. He has conducted and consulted with top 100 company management programs in India.
- Teaches Strategy at Doctoral & Postgraduate levels. Prof. Akbar has authored 2 books on entrepreneurship & strategy, & has written 60+ articles, research papers, and 40 case studies that got published in refereed national & many top tier international journals and conferences. 20+ students have completed their thesis work under his guidance.
- Editor of 4 academic journals and is a reviewer in top tier national / international journals / conferences like SMS, AIB, AOM. The key areas of interest are the strategy, entrepreneurship, new ventures, family business, emerging markets, diversification and internationalization.



PROF. RAHUL SINGH

CHAIRPERSON - PGPX & AREA HEAD - STRATEGY, INNOVATION, ENTREPRENEURSHIP PROFESSOR IN STRATEGY & GLOBALIZATION

- Professor in Strategy, Chair of Strategy, Innovation, & Entrepreneurship at Birla Institute of Management Technology (BIMTECH), India. An academic Leader bringing in change as Governor Nominee at PDDUS University Rajasthan, Board of Studies at Vishwakarma Skill University, Haryana, & Governing Board in University of Delhi DDU College.
- Cofounded eDelta Learning, bringing in the academic passion in the Edtech. eDelta stands for Excellence in Delivering Education, Learning, Training, and Assessment, filling the delta in education. Prof. Rahul Singh also founded CIA, ICPP at Birla Institute; founded WRDF & SSF as social organisations.
- His Primary interest is in Strategy, Emerging Market, Globalisation, & Technology with deep interest in researches in Higher Education, Reverse Globalisation, & Nation Branding. Practice areas include innovation, digital transformation, & technology for sustainability.



ADMISSION CRITERIA

THE STUDENTS SHOULD HAVE

- An Undergraduate Degree in any discipline.

OR

- A 3-year Diploma Course post secondary with at least 50% marks & minimum of 3 years experience at managerial level.



FOR THE CORPORATES



Corporate Nominations Professionals with any of the following may also apply.



Application

+



Credentials

+



**1 Recommendation
letter from Employers
or Faculties**

PERSONALISED PROGRAM PEDAGOGY

Hybrid learning for working professionals with **70%** online & **30%** offline classes at beautiful BIMTECH campus. Students also get 24*7 support from a personal student's relationship manager to in upgrading career & finding opportunities.



LIVE INTERACTIVE SESSIONS

At Campus:	35 sessions
Online:	90 sessions
Total:	125 sessions

ONLINE EVALUATION

Quizzes/Simulation	30 marks
Project Work	30 marks
End term Exam	40 marks
Total Marks	100 marks

There will grading based on performance in all components of the evaluation into A, B, C & D and 10-point CGPA system, and a certificate thereof.

CONVENIENT PROGRAM SCHEDULE

Program schedule is maintained to match with the pace of working professionals once-a-week session.

Live Session



Every
Tuesday & Thursday



From
7 PM - 9 PM

AFFORDABLE FEES STRUCTURE

Programme Fee

INR 1,50,000 + GST

INSTALLMENT PAYMENT PLANS

Application Fee

Rs 1000 + applicable taxes

Month 0:

INR 42,000 + taxes

*INR 10,000 OR USD 135 additional cost for Reading Material

Month 1:

INR 49,000 + taxes

Month 2:

INR 49,000 + taxes

*Additional B/L Cost for one visit to the campus to be borne by participants

- INR 10,000 OR USD 135 additional cost for Reading Material
- Additional cost of travelling, boarding & lodging to be borne by the participants
- The institute will facilitate paper work and accommodation as per demand at participant cost

THE EXTRAORDINARY BIMTECH CAMPUS

Established in 1988, Birla Institute of Management Technology (**BIMTECH**) is one of the top management institutes located in the National Capital Region of India.



Graded **A+** Accreditation by
'NAAC'



1st Indian B-school to be awarded with
the EFMD Business School Impact System
(BSIS) label.



Ranked 6th by National HRD Network
(NHRDN) (Among Pvt. B-Schools in India).



Ranked 10th by MBA Universe
Ranking (Among Pvt. B-Schools).



YOU WILL ALSO GET MENTORSHIP & NETWORKING

Meet Global Investors, Policy Makers, Entrepreneurs, Consulting Giants, Global Faculty, Mentors, Ecosystem Partners, Corporate Investors, and Technology Partners who are thriving like leaders in this Digital Ecosystem.



Smitha Suryaprakash

President & CDO
Moon Raft



Raman Nanda

Founder & CEO
Step Transformations



Yaduvendra Mathur

Ex. IAS Officer & CMD
Rajasthan Financial Corporation



Ankit Nanda

Finance Director,
ESG New York



Dr. Kunal Wani

Founder TrueMeds



Vidhika Rohatgi

Founder & CDO EY INDIA



Patanjali Somayaji

CTO Capital Float



Vivek Singh

Ex UX/UX Director
CarDekho & GirnarSoft



Ankush Tiwari

CTO Quest digital & IIT Kanpur
Incubation



Anand Jha

CDO Miko



Dushyant Kanungo

DUSHYANT KANUNGO Director
Product Design Together



Ashish Gupta

Head Mobile & eBanking
at Bank Muscat



Nikhil Gulati

Senior Director
Baker Hughes



Varun Jain

Founder & CEO
UdChalo



Sameer Singh Jaini

Founder & CEO
Digital Fifth



Abhijeet Zilpelwar

GM Quest Global Former VP
Mobiliya Technology

PROGRAM WILL BE CONDUCTED ON IMAGINXP'S EXCLUSIVE MYCOACH PLATFORM

SCAN TO DOWNLOAD
MYCOACH APP



ImaginXP imparts industry demanding Future-Skills degree in programmes through industry led curriculum influenced by Industry trends & upskilling opportunities. It aims at filling the employability gap that happens due to vast differences in acquired skills vs what is required in the industry. It is skilling the youth & working professionals with the required future skills to make them employable in Industry 4.0.



ImaginXP, A Higher-Ed company in Future-Skills is providing degree and for-credit certification programme for university aspirants & standalone certification programme for working professionals.

GET ACCESS TO IMAGINXP'S EXPERT COMMUNITY ON MYCOACH APP

This program will be conducted on ImaginXP's MYCOACH app and you will be given an excess to Expert Community on MYCOACH app for this program. MyCoach platform engages 15000+ Expert Professionals, 1250+ Industry Coaches, 300+ Industry Expert Partners and 120+ Expert Faculties to train and mentor students through masterclasses, personalised guidance, and live projects.

APP FEATURES

- Gamut of free learning resources by Industry Experts
- Start your own idea chat room on Idea spaces
- Hackathons to compete with digital community
- Participate in live projects and internship opportunities
- Easy access to placement opportunities
- Build e-portfolio on app and get promoted through deep social media hooks
- Fun learning through Podcasts and IXP TV
- Mentorship opportunities
- Free learning on the vital aspects of working environments such as critical thinking, decision making, leadership skills, team management, and business writing



APPLY NOW

For more details or to apply

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IMAGINXP.COM

