



Loyola
Institute of
Business
Administration
(LIBA)

A Jesuit Business School



EXECUTIVE PROGRAMME IN Leading Design Thinking and Digital Transformation

LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION (LIBA)
Loyola College Campus | Chennai 600 034 | TN | India

Course Overview

Businesses getting disrupted and transformed by technology is now no longer a unique thing. Emerging technologies, digital practices, and agile business models act as catalysts which expedite this transformation. In a world that is fast changing, it is imperative for organizations to recruit professionals who understand the impact of digital transformation; if they are to stay ahead of competition.

The Executive Programme in Leading Design Thinking and Digital Transformation launched by the Loyola Institute of Business Administration (LIBA) is spread across seven different modules, delivered by senior LIBA faculty and industry practitioners who are thought leaders in their fields.

The objective of this course is to bring the best thinking process to create an innovative solution or a Digital product. The overall course module is designed through a practical hands-on approach to learn & experience the outcome. This course will have an intensive 10-week program, which will be taught through online classes.

Start Date:

8th January 2022

Duration

10 Weeks

Sessions on

Weekends (Saturday & Sunday)

Application Fee

INR 500 (plus applicable GST)

Course Fee

INR 49,000 (plus applicable GST)



*When the winds of change blow,
some people build walls and others build windmills.*

- Chinese Proverb

Who should take this programme?

The programme is crafted to obtain an impact from strategic implementation of digital transformation. This Programme in Design Thinking & Digital Transformation will be beneficial to:

- Business leaders and mid to senior level professionals who intend to drive design thinking and digital transformation agenda in their organisations.
- Entrepreneurs who are dealing with changing business landscapes and seeking to harness opportunities provided by the advent of digital transformation in the workplace.
- Consultants who work on IT/digital projects and are responsible for proposing strategic solutions leveraging design thinking and digital transformation frameworks.

Eligibility

- Graduate with minimum 5 years of experience
- Post Graduate with 3 years of experience

Why join this course?

The course is well planned to get participants' hands on experience based learning. The course also provides:

- Group Project and Presentations
- Opportunity to understand and enhance thinking capability
- Exposure to Real World Case Studies
- Opportunity to network with experienced peers
- LIBA certificate on successful completion of the course



Learning Outcomes

The Executive Programme in Leading Design Thinking and Digital Transformation will enable senior management to gain a thorough knowledge of the digital ecosystem and strategic leadership skills required to execute creative and transformational initiatives at their organisation. Participants will learn how to strike a balance between the technical parts of digital transformation and the strategic vision.

1. Develop and acquire knowledge, opportunities and skills to identify and adapt to disruptions in the industry.
2. Propel the creative mindset and collaborative approach, which will solve the complex industry problems through creativity, as well as equip the participants to test their innovative skills.
3. Direct, develop and implement transformational initiatives within the organization and explore the possibilities of new technologies like robotics and automation, blockchain, machine learning and artificial intelligence.
4. Understand the interrelationship of emerging technologies and their impact on business transformation.
5. Understand the activities of the platforms, the impact and opportunities of adopting the platforms, and how to compete on the platforms.
6. Understand the strategic drivers of digital transformation, data and analytical application, and their impact on business processes.
7. Understand the transformative business models made possible by co-creation and innovation ecosystem and their impact on businesses.

Faculty

- Industry Practitioners with rich experience in teaching
- Personal care and innovative teaching pedagogy

Dr. C. Joe Arun



Dr. C. Joe Arun holds a doctoral degree from Oxford University, United Kingdom in addition to undergraduate degrees in Economics, and in Philosophy, and postgraduate degrees in Anthropology and Business Administration (Marketing & HR).

His doctoral thesis, written under the supervision of Prof Marcus Banks of Oxford, is on Conflict Management and Identity Construction.

Before joining LIBA, Dr. Joe Arun held many administrative positions. He was Director of Culture and Communication, Chennai, Executive Director of Institute of Dialogue with Cultures and Religions (IDCR), Chennai, Dean of Foundation Studies, Director of International Programme, Secretary and Correspondent, Loyola College, Chennai, Deputy Director of Loyola-ICAM College of Engineering and Technology, Chennai, Founder-Director of Xavier Institute of Business Administration (XIBA), St Xavier's College, Palayamkottai, Director of Goa Institute of Management (GIM), Goa and most recently Director of JIM, Trichy.

He teaches Consumer Behaviour, Cross-cultural Management, Strategy, and Organisational Behaviour. He is a visiting/Adjunct professor at Rajagiri Business School, Cochin, IIT-Madras, XIMR-Mumbai, XLRI-Jamshedpur, ISCA-Oxford, UK, Chennai Business School, Chennai, Bharathidasan Institute of Management (BIM), Trichy, Ingolstadt Business and FuJen University, Taiwan.

He has written books and articles on culture, anthropology and management. He is an advisor and a consultant to educational institutions and capital intensive organizations/companies, CARE institutions, SCAD Group of Institutions, Indev Logistics, MaFoi Strategy Limited, Simtel Communications, etc. to name a few.

Dr. Sunil Vakayil



Dr. Sunil Vakayil, comes in with more than 26 years of industry and teaching experience in India and the U.S. He has been at the helm of the marketing & operations functions of high-profile corporates, such as Titan Industries, Nikki International (New Jersey), Reliance Industries, Bharati Airtel Ltd, Aircel Ltd, and Sun Direct.

He is currently an Associate Professor at LIBA in the Marketing area and also the Chairperson of the Management Development Centre (MDC) at LIBA which helps in transforming and upskilling organizational teams.

Prof. M.J. Xavier



Dr. M.J. Xavier obtained his B.Tech. from CIT Coimbatore (1976), M.Tech. from REC Warangal (1979) and the Fellow title from IIM Calcutta (1984). He served as a Research Executive with Mode Research, Calcutta (presently acquired by GFK Global) during 1982-84. He also served in SPIC Limited during 1985 to 1990. Then he moved to academics and taught at IIM Bangalore during 1990 to 1996. After that he held leadership positions in Karunya Institute of technology, IFMR, SRM University, Great Lakes Institute of Management, VIT University and IIM Ranchi. Currently he is serving as a Professor of Marketing and Business Analytics and Chairperson of Centre for Technology and Innovation (CTI), LIBA.

He has also taught for two years in CalPoly University in the USA, and for a semester each in Buckingham University UK, Texas Christian University, USA and the American University of Armenia in Yerevan, Armenia, as well as teaching courses on marketing at PIM Colombo, SP Jain Singapore and Dubai campuses.

He has authored 3 books, including the award winning book titled, 'Marketing in the New Millennium.' He has authored more than 100 research papers and has contributed extensively to business dailies and magazines.

The awards won include, Most Motivating Faculty at IIM Bangalore, Chanakya award for Innovative leadership, Amity Academic excellence award, AIMS award for Outstanding B-school Director, ET Now award for Academic leadership and so on.

Mr. Kewyn George



Kewyn George (kewyngeorge.com) is an Author of Digital First, Contributor in Forbes India and few other leading magazines, Visionary, Strategic leader, and Management Consultant with 20 years of extensive experience in Management consulting, Business Enablement, Product Innovation/Design Thinking, Digital Transformation, IT Advisory & Strategy, Risk management, Transition & Program management.

He has completed Mastering Design Thinking from MIT, USA, completed Digital Strategy/Marketing Program from IIM B, Certified SAFe Program Consultant (SPC), Certified COBIT 5 Implementor and Assessor, and he holds few more industry-leading certifications. Kewyn has trained more than 10,000 professionals on various industry-leading programs so far and his passion for training continues to deliver the best possible value to all the participants. He is also a keynote speaker on Digital Transformation and Leadership.

Kewyn has worked as an Executive Partner in Gartner and currently working in a Global Freight Forwarding Company, heading their Strategic IS center in India.

His International experience spans across the globe (USA, Australia, Europe, Mexico, China, Middle East, and East Africa) with a clear execution strategy of client requirements and ensuring the CxO objectives are met with high satisfaction levels. He has earned his strengths in demonstrating leadership, creating vision statements, formulation & execution of Organizational Strategy, Product Innovation, and most importantly caring for and managing People.



CONTACT:

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