



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP



Executive MBA in Digital Transformation and Analytics

24 Months | Blended | ₹8,00,000

The MBA Story in Numbers

The Benefits of MBA/EMBA

- 40% of students report receiving a promotion during their EMBA education.
- An average MBA graduate increases their salary by 77% after graduation.

The Upskilling Opportunities

- 72% of recruiters think that business school hires have a versatile skill set.
- 71% of recruiters think that B-School hires are strategic thinkers.

MBA in the Age of Big Data & Analytics

The Rise of Big Data

- By the end of year 2025, 180 Zettabytes of data will be in existence.
- Globally, more than 2.5 quintillion bytes of data is generated every day.

The Advantages of Business Analytics

- Data-driven organisations are now 23x more likely to acquire new customers and 19x more likely to be profitable.
- The average ROI for enterprises using business intelligence and analytics is 1,300%.

Business Analytics has upended the traditional wisdom on decision-making in the 21st century. The decisions made by management leaders are no longer based on gut instinct; rather, they're based on data.

Ex MBA in Digital Transformation and Analytics

An **Executive MBA in Digital Transformation and Analytics** is a multidisciplinary degree with a curriculum that lies at the intersection of business and data. It provides transferable skills to develop leaders capable of critically analysing business data to improve business practices and optimise or even automate business processes.

The Executive MBA in Digital Transformation and Analytics is designed for executives who are seeking to lead their organisations through the complexities of the digital era. As technology continues to disrupt industries and redefine business models, understanding how to harness the power of digital transformation and analytics is crucial for staying competitive and driving innovation.

Cross-functional Skills Required to Succeed in Industry 4.0

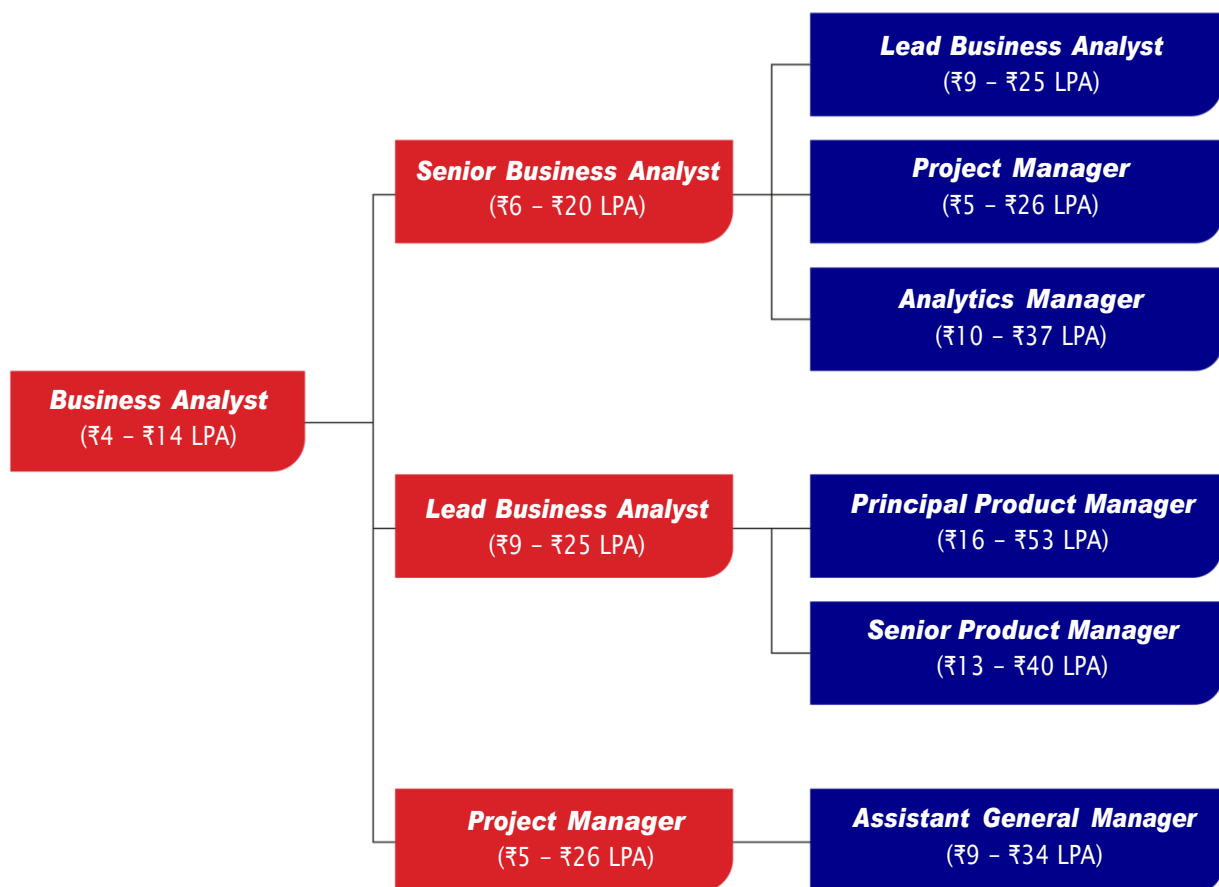
Data-driven Skills	Management Skills
Artificial Intelligence & Deep Learning	Corporate Communication
Cloud Computing	Corporate Finance
Consumer Behaviour Analysis	Design Thinking
Data Science and Machine Learning	Digital Marketing
Data Visualisation	Management Consulting
Financial Analytics	Pricing Management
HR Analytics	Product Management
Image Analytics and Computer Vision	Project Management
Marketing Analytics	Retail Management
Spatial Data Science	Strategic Thinking
Supply Chain Analytics	Supply Chain Management

Career Journey

The shortage of skilled professionals in Industry 4.0 has led to the huge demand for Business Analysts, Data Scientists, and management leaders with analytical competencies. And the future promises to be even more technologically disruptive and data-driven.

This is exactly where an **Ex-MBA (Digital Transformation and Analytics)** helps prepare working professionals to leverage the power of data and emerging technologies to drive growth in their companies. The benefits of an **Ex-MBA (Digital Transformation and Analytics)** are endless and include better job opportunities, higher packages, greater appraisal percentages, faster promotions, and accelerated mobility in career trajectory.

Career Path for Management Professionals in Analytics



Source: www.glassdoor.co.in

IIM Sirmaur's Executive MBA in Digital Transformation and Analytics (Ex-MBA) programme gives you the opportunity to acquire MBA education in the trending field of Business Analytics and enhance your career prospects while you continue to pursue your job.



Programme Overview

IIM Sirmaur's Executive Master of Business Administration in Digital Transformation and Analytics (Ex-MBA) is a two-year weekend non-residential hybrid mode executive programme equivalent to an MBA degree programme. The programme has been designed with an aim to meet career unification goals for middle and senior-level professionals. This Ex-MBA programme in Digital Transformation and Analytics shall empower practicing executives to respond effectively to the rapid changes in the global business environment.

The customised modules of the programme certify that the participants are adequately equipped and empowered with knowledge and skillsets to achieve leadership positions and add value to their organisations by making informed decisions. In its unique sense, the programme emphasises familiarising professionals to gain in-depth knowledge and skillset in Digital Transformation and Analytics in various streams, including Strategy and Leadership, Finance, HR, Marketing, Information Technology, and Operations.

Programme Highlights



Contextually designed 2-year programme for working professionals



Two campus immersion modules of three days each (Optional)



Robust pedagogy of cases, seminars, simulations, etc.



14 electives to choose from



Peer-learning and networking opportunities



IIM Sirmaur Executive Alumni status

Learning Outcomes



Demonstrate knowledge about modern business practices and contexts.



Analyse business phenomena and evaluate them from a critical perspective



Demonstrate knowledge of cross-functional managerial and analytical concepts to facilitate organisational growth



Learn to use data analytics to build better strategies for the business and customers



Develop dynamic strategic frameworks and effective management systems to improve business processes



Master the art of descriptive, predictive, and prescriptive analytics in an organisational decision-making context

Programme Curriculum

Core & Elective courses

The proposed Executive MBA programme is to be completed in a total of VI semesters.

The details of the courses for these semesters are as follows:

Semester I (Core Courses)

Sr. No.	Course Name
1.	Financial Reporting and Management Accounting
2.	Marketing Management
3.	Behavior in Organization
4.	Managerial Economics

Semester II (Core Courses)

Sr. No.	Course Name
1.	Operations Management and Business Statistics
2.	Organizational Information Systems
3.	Human Resource Management
4.	Advance Analytics – I



Semester III (Core Courses)

Sr. No.	Course Name
1.	Strategic Management
2.	Business Intelligence and Data Mining
3.	E- Commerce
4.	Advance Analytics II

Semester IV (Core Courses)

Sr. No.	Course Name
1.	Designing Work Organization
2.	Quantitative Decision Making
3.	Legal Aspects in Management
4.	Digital Marketing

Semester V (Elective Courses)

Sr. No.	Course Name
1.	Elective I
2.	Elective II
3.	Project Presentation and Final Submission (This will start from Term V and final submission will take place in Term VI)

Semester VI (Elective Courses)

Sr. No.	Course Name
1.	Elective III
2.	Elective IV
3.	Elective V
4.	Project Presentation and Final Submission (This will start from semester V and the final submission will take place in semester VI)

Elective Courses List

Sr. No.	Electives
1.	Block chain
2.	Industry 4.0
3.	Business Forecasting and Analytics
4.	Big Data Analytics
5.	Artificial Intelligence and Applications
6.	Digital Marketing Analytics and Optimization
7.	Programming in Python and R
8.	Financial Analytics
9.	Supply Chain Analytics
10.	People Analytics
11.	Customer Analytics and Artificial Intelligence
12.	Healthcare Analytics
13.	Analytical Decision Modeling
14.	Cloud Technology and Security

Pedagogy

The teaching approach will be highly interactive leveraging technology, and deploy diverse pedagogical tools and techniques, including PowerPoint Presentations, videos, white boards, elastrators, audio-visual aids, etc. Participants can attend classes from designated classroom centers available in major cities across India.

Programme Delivery

The Ex-MBA (DTA) are offered through an interactive learning mode, allowing participants to pursue their management education and professional development alongside their work. The programmes are designed by the Indian Institute of Management Sirmaur (IIMS), and the classes are conducted by faculty members from an interactive learning studio located at the IIMS Campus. Participants can choose their working station from their house or any other place with good internet connections.

*Schedule

Saturday (9:00 AM to 4:30 PM)

Sunday (9:00 AM to 4:30 PM)

*Each day shall have 4 sessions and the duration of each session is 90 minutes.

Duration

2 years

Campus Immersion (Optional)

Two campus immersion modules of 3 days each (optional) at IIM Sirmaur campus. The in-campus modules are subject to the conditions that prevail at that point in time. These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed, the same will be included in the total number of online sessions.

Who Should Attend?

- Technology teams within business organisations – responsible for helping internal organisational users identify opportunities for technology-based solutions, transform them into productised or service-based offerings, and support day-to-day business operations and management control through digital technology environments.
- Business managers with technology expertise – responsible for collaborating with their internal IT teams and external service providers to co-create digital solutions for business problems within their functional roles.
- Startup and technology leaders – focused on taking their firms to the next level by providing customer-centric digital products and services.
- Business-technology consultants – working in IT services and products industries, responsible for assisting clients in framing and reframing their business problems to create digital solutions

Eligibility Criteria

• A Bachelor's Degree (10 + 2 + 3) or equivalent with a minimum of 50% marks or equivalent CGPA with minimum 3 years of full-time post-qualification managerial/professional experience at the time of application.

• Score on the following test:

- IIM Sirmaur Ex-MBA test score (if conducted)

Admission Criteria

Based on the valid qualifying scores of the Ex-MBA entrance exam, candidates shall be shortlisted for a personal interview

• Offer of admission shall be made based on the composite score obtained along with the various parameters of selection (Qualifying test, PI, Academic and professional profile)

Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.

Assessment & Evaluation

There will be periodic evaluations built throughout the programme at regular intervals. These may be in the form of quizzes, assignments, case studies, projects, written tests, online exams, or other objective/subjective assessments. Examination/evaluation shall be conducted by the institute.

Certification*

Candidates who successfully complete the programme will receive a degree of “Executive Master of Business Administration in Digital Transformation and Analytics” (Ex-MBA) from IIM Sirmaur during the Annual Convocation. Candidates who successfully complete the programme will be awarded the prestigious IIM Sirmaur Executive Alumni Status.



Disclaimer: *All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Sirmaur.

Programme Directors



PROF. SHASHI KANT SRIVASTAVA

Information Technology & Systems

M. Ekistics, FPM (IIM Indore)

Shashi Kant Srivastava is a faculty in the area of IT & Systems at the Indian Institute of Management Sirmaur, India. He received his FPM (Ph.D.) from the Indian Institute of Management Indore,

India. His current research interests include blockchain technology, multi-criteria decision-making, artificial intelligence, business analytics, and information economics. His papers have appeared in Communications of the Association for Information Systems (CAIS), Journal of Information Technology Theory and Application (JITTA), Information Technology for Development (ITD), Journal of Global Information Technology Management (JGITM), International Journal of Business Intelligence Research (IJBIR), International Journal of Knowledge Management (IJKM), and Journal of International Technology and Information Management (JITIM).



PROF. VIKAS KUMAR

Marketing Management

MBA, Ph.D. (IIT Roorkee)

Dr. Vikas Kumar is an Associate Professor in the Department of Marketing Management at the Indian Institute of Management, Sirmaur. Prior to joining IIM Sirmaur, he was associated with the Department of Management Studies, NIT-Hamirpur (H.P.) as a

Lecturer for about 8.5 months. He has worked as an Assistant Manager in the Department of Container Services & Marketing in the Liner & Passenger division of Shipping Corporation of India Ltd. Later on, he joined IIT Roorkee, as a research scholar in the area of marketing. More specifically, he worked in the area of destination branding. His work relates to the examination of the role of destination personality and self-congruity in creating destination brands. He contributed largely to the institute's activities by assisting in national and international-level conferences and various workshops on data analysis and research publications. He has published a good number of research papers in various international journals of repute, such as the Journal of Retailing & Consumer Services, the Journal of Strategic Marketing, the Journal of Travel & Tourism Marketing, the Journal of Hospitality & Tourism Research, Tourism Management Perspectives, etc. He is a regular reviewer of top-quality journals like Tourism Management, Tourism Management Perspectives, Journal of Travel & Tourism Marketing, etc.

Programme Faculty



PROF. PRAFULLA Y AGNIHOTRI Marketing And Strategy

Dr. Prafulla Agnihotri holds a Master's Degree in Management Studies (M.M.S.) from the University of Mumbai and a Ph.D. in International Marketing Strategy area from Jamnalal Bajaj Institute of Management Studies, Mumbai. Before joining IIM

Sirmaur, he was associated with the Indian Institute of Management (IIM) Calcutta as Professor of Marketing. He was also the founder Director of IIM Trichy. He has over thirty years' experience in the industry - in sales, marketing, and training, as well as academics. He was also a visiting faculty at Euromed, Marseille Provence (an EQUIS-certified B-school), and CERAM, Sophia Antipolis, France. He has co-authored a book titled, *Principles of Marketing*, with Philip Kotler and Gary Armstrong.



PROF. URVASHI RATHOD

Information Technology & Systems Ph.D.,
BITS Pilani M.Sc, (Applied Physics),
Devi Ahilya Vishwavidyalaya, Indore.

Dr. Urvashi Rathod has earned her Ph.D. from the Birla Institute of Technology and Science (BITS), Pilani, and has worked with several Business Schools including IIM Indore. She has worked in various leadership roles in Academic Institutions and also worked as a Project Leader in a software consulting firm. She brings with her over 30 plus years of academic and industry experience. Her interests in the research areas include software development, information systems, and project management.

Programme Faculty



PROF. MANISH SARKHEL

Operations and Supply Chain Management
B.Tech (Electrical), PhD (IIM Indore)

Professor Manish Sarkhel is an Assistant Professor in the Operations and Supply Chain Management at the Indian Institute of Management Sirmaur, Himachal Pradesh, India.

Professor Manish Sarkhel has worked as an Assistant Professor at Xavier Institute of Management, Bhubaneswar

(XIMB), T.A. Pai Institute of Management (TAPMI) & Woxsen University, Hyderabad. He has also been a visiting professor at IIM Amritsar & XIMB. He has done his Ph.D from IIM Indore. His teaching interests lie in the domain of Operations Management and Analytics. He has taught subjects such as Operations Management, Supply Chain Management, Service Operations Management, Modelling with Spreadsheets, Project Management, Python Programming, Artificial Intelligence Using Python, Data Analytics Using Python & R, Financial Analytics Using Python, Excel, and Visual Analytics Using Tableau & Power BI. His research interests lie at the interface of Game Theory, Artificial Intelligence, Non-linear Programming and Networks. Prior to his Ph.D, he has worked in the Engineering, Procurement, and Construction Industry and has experience in installation, automation and operation of material handling units in steel production plants.



PROF. RAM KUMAR DHURKARI

Information Technology & Systems

MCA (RGPV Bhopal), FPM (IIM Kozhikode)

Ram Kumar Dhurkari is an Associate Professor in the Information Technology and Systems Management area at the

Indian Institute of Management Sirmaur, Himachal Pradesh, India. Prior to this, he was associated with IFMR Graduate School of Business Krea University, SDMIMD Mysore (ACBSP and EFMD EPAS accredited), and TAPMI Manipal (AACSB accredited). He is a Fellow of the Indian Institute of Management Kozhikode. In addition, he holds a Master's degree in Computer Application from Rajiv Gandhi Technological University Bhopal and Bachelor of Science in Mathematics from Devi-Ahilya University Indore. Before joining Doctoral programme, he worked as an Academic Associate at the Indian Institute of Management Ahmedabad, and as a Lecturer at SGSITS Indore.

Programme Faculty



PROF. PRADIPTA PATRA

Decision Sciences

M.Sc (Mathematics), FPM
(IIM Bangalore)

Dr. Pradipta Patra has a FPM (Fellow Programme in Management) from IIM Bangalore and MSc Mathematics from

IIT Madras. Dr. Patra has taught (in the past) at reputed business schools such as Woxsen School of Business Hyderabad, IMI Bhubaneswar, IIM Sambalpur, and Narsee Monjee Hyderabad. He has taught courses for both the 2-year regular programme as well as the 1-year executive programme. An expert in the Decision Sciences area, he teaches courses like Probability, Statistics, Operations Research, Business Analytics, Data Analytics using R, and Business Forecasting to name a few. He has also published articles in peer-reviewed International Journals and conducts MDPs (management development programmes) for reputed organisations. Dr. Patra has also 5 years of work experience in the software industry (between MSc and FPM).



PROF. PARUL MALIK

Organisational Behaviour &
Human Resource Management

MBA, Ph.D. (IIT Roorkee)

Dr. Parul Malik received her Ph.D. in Organisation Behaviour from the Indian Institute of Technology Roorkee, Uttarakhand,

India. Dr. Malik has taught courses for MBA programme like Organisation Behaviour, and Development, and Talent Development. Her articles have been published in peer-reviewed International journals such as the International Journal of Human Resource Management, the Journal of Organisational Change Management, and the Asia-Pacific Journal of Business Administration. Dr. Malik has won the Emerald Literati Award for “Highly Commended Research Paper 2018” for a research article published in the Journal of Organisational Change Management. She is a reviewer for various International journals, such as The Learning Organisation, Journal of Organisational Change Management, Global Business Review, European Journal of Training and Development, and International Journal of Manpower.

Programme Fee

<i>Particulars</i>	<i>Amount (₹) *</i>
Total Fee (Exclusive of Application Fee)	8,00,000

Note:

- Fee includes tuition, reading materials including cases, and other facilities provided by the institute.
- In addition, the costs related to the two visits for in-campus modules at IIM Sirmaur Campus shall also be borne by the candidates.



Instalment Schedule

Instalment	Date	Amount (₹)*
I	10th April, 2025	2,00,000
II	10th August, 2025	1,20,000
III	10th December, 2025	1,20,000
IV	10th April, 2026	1,20,000
V	10th August, 2026	1,20,000
VI	10th December, 2026	1,20,000

Programme Timelines

Last date to apply	Refer to website
Programme Start Date	April, 2025
Programme End Date	March, 2027

[APPLY NOW](#)



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP



Indian Institute of Management Sirmaur (IIM Sirmaur) was established in 2015 as a premier institution with the objective of providing high-quality Management Education and promote allied areas of knowledge and inter-disciplinary studies.

Right from inception, IIM Sirmaur has been surging on the interminable path of improvement, enhancement, and upscaling of its infrastructure and image through novel and innovative steps. IIM Sirmaur delivers application-oriented future-aware curricula that train students to develop their natural talents into transferable skills, while being committed to making societies better places to transact honest business. Enriching interactions with industry leaders through guest lectures and management conclaves add holistic development with academic credibility and develop an in-vogue industrial outlook. The fundamental philosophy that guides all academic pursuits for students and professionals at IIM Sirmaur is to ensure that they develop in them the qualities such as: confidence, versatility, critical thinking, collaboration, co-creation, integrity, solution centricity, creativity, ethical decision making, futuristic orientation, empathy etc.

In line with its vision of becoming a globally respected institution for management education, IIM Sirmaur, in a short span of 6 years, has been able to carve its niche in the teaching and research arena, benchmarking quality with global standards to achieve its growth targets successfully.

Taking forward the legacy of the IIM brand, IIM Sirmaur is committed to delivering quality education, training and research in management sciences.