



IIT Madras CODE offers Certificate Program on

DIGITAL TRANSFORMATION – FUNDAMENTALS



Course Overview

In an era where Digital Transformation is reshaping industries at an unprecedented pace, understanding and leading Digital change has become super critical. Research shows that digitally mature companies are 23% more profitable than their less mature counterparts, and over 70% of business leaders view Digital Transformation as a top priority not just for their organization's success but for its survival itself.

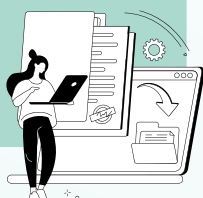
This course, designed for professionals across Industry sectors, offers an immersive journey into the world of Digital Transformation, equipping participants with the skills to navigate and lead in today's dynamic Digital landscape through well designed content, Templates, Frameworks nourished with contemporary Industry Use cases & Case studies. The course has been crafted to also help the rapidly growing MSME sector to embark on their DigitalTransformation journey with confidence.

The course begins with a foundational understanding of Digital Transformation, tracing its evolution and the drivers that make it essential across industries. Participants will explore key business concepts relevant to the Digital age, including the role of Data & Analytics, emerging technologies, and evolving business models. From Digital innovation to operational efficiencies and customer engagement, this course covers the spectrum of Digital strategies required to build resilient, forward-thinking organizations.

Through a blend of recorded lectures, Case studies & interactive live sessions, participants will gain insights into the concepts & application of Transformative technologies like AI and Data analytics, while also learning practical frameworks for industry-specific digital solutions. By the end of the course, participants will be equipped with knowledge & skills to implement digital initiatives in their respective organizations and future-proof their destiny in an increasingly Digital world.



MODULES



MODULE 01

Introduction to Digital Transformation

- Evolution of Digital Transformation
- Key Driver of Digital Transformation
- Industry Specific Digital Transformation

MODULE 02

Digital Business Concepts

- Case Studies of Success & Failures of Transformation
- Understand Data & Analytics in Digital Transformation
- Data Trends & Terminologies
- Digital Business Concepts

MODULE 03

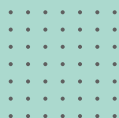
Leading Digital Technologies & Trends

- Introduction to different types of Digital Business
- A Guide to leading Digital Technologies driving Industry Transformation

MODULE 04

Digital Product Management & Platform economy

- Digital Product Management & Platform Economy
- Introduction to Case Study
- Strategic Frameworks in successful Digital Transformation
- Digital Transformation Principle



MODULE 05

Design Thinking & Empathy led Innovation

- Digital Transformation Strategy
- Digital Maturity Assessment Framework
- Digital Pillar 1 - CX Transformation
- Introduction to Digital Innovation
- Design Thinking in CX Transformation

MODULE 06

Digital Transformation Pillars in Industry

- Digital Pillar 2 - Process Automation
- Digital Pillar 3 - Data Driven Organization
- Digital Pillar 4 - Industry 4.0
- Digital Pillar 5 - Connected Products
- Digital Pillar 6 - Digital Workplace
- Digital Marketing Concepts
- Organization for Digital Transformation
- Common Pitfalls to scale Digital Transformation

MODULE 07

Industry Case Study

- Technology in Smart Mobility - The Art of Possible
- Digital Twins
- Data Monetization
- Importance of Cybersecurity in Industry

MODULE 08

AI Concepts & application of AI in Industry including Generative AI

- AI Use Cases in Industry
- The Data-AI Nexus - 10 Mantras for Transformative AI Outcomes
- AI Adoption Playbook & Best Practices to drive AI Culture
- Generative AI - A Practitioner's Perspective



Course Start date:
July 4, 2025



Course Fees:
Rs. 50,000 /- + GST

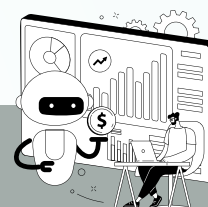
**Early Bird discounts
are available**

Mode of Course:

This course comprises 24 hours of recorded videos and 16 hours of Online live interactive sessions with the faculty.

Intended audience:

- Working professionals from various industries, including executives, managers, and senior leaders, who are rethinking digital within their business models and operations.
- IT professionals seeking to gain practical insights into Digital Transformation
- Professionals from the MSME sector beginning their Digital Transformation journey.
- Consultants working with clients to help them transition, transform and scale their businesses leveraging Digital
- Entrepreneurs, Start Ups and Business owners seeking to understand Digital disruption and strategically position their ventures in the Digital era.



REGISTER HERE



Mr. Venkatesh Natarajan

Digital Transformation Evangelist

Ex-President - IT & Chief Digital Officer, Ashok Leyland

Venkatesh Natarajan or 'VN' as he is popularly known, is a Tech Visionary par excellence in the Industry. His 35 years of multifaceted experience in the Manufacturing industry includes 25 years of focused expertise in 'IT & Digital led Business Transformation'.

VN as the Chief Digital Officer in Ashok Leyland Limited was responsible for evangelizing and turbocharging Digital Technology Practices and creating a pan-organization 'Data Driven Culture'. He is extremely passionate about driving Digital resilience, excellence & innovation in the 'New-Age' Technology domains of Connected Vehicles, Industry 4.0, AI and Analytics.

He is passionate about teaching /sharing his knowledge with the student community and is a visiting faculty in premier business schools that includes ISB & IIMs. VN is an extremely articulate communicator and a renowned speaker in many prestigious global Tech events. He currently serves on the Board of Companies both in the capacity of Advisor & Digital Transformation Evangelist.

Testimonials



R K Raja

Vice President, Standard Chartered Global Business Services

The best thing about the course is the faculty, Venkatesh Natarajan. His enthusiasm and his energy levels are amazing. The amount of content that he has added into the course is tremendous. He gave industry examples, formats/assessments templates or structures we can use. The live sessions were also very helpful.



Ramgopal

Principal Business Consultant, Tech Mahindra

The advantage of this course is VN sir because of his practical and industrial knowledge. He helped us understand the concepts really well and how to apply it across different industries. Also, the frameworks and concepts also helped us to implement them in our day-to-day work environment.



Naveen R

Sr.Manager, Skytech Infinite Platform Pvt Ltd

It was like a superstar course where I could discover a lot of technologies and how digital transformation is helping not only manufacturing but various industries. How it's going to disrupt and how the future is going to be. The course is very useful, and its conducted by Venkatesh Natarajan sir. His experience and knowledge in the domain is very good.



Amit Kumar

Group Head, IT/Application, Pristine Group

This particular course gave a lot of insights. The way the material was designed, it was awesome. We also had a quick digest during the ending of the course, which had all the recaps and takeaways.



CONTACT US

- 📍 CODE Office, 3rd floor, IC & SR Building, IIT Madras, Chennai - 600 036
- ☎ (044) 2257 5905, (044) 2257 5908, 9791474665 (Mon-Fri 9am-6pm)
- ✉ anupama@code.iitm.ac.in, vinila@code.iitm.ac.in