



E&ICT Academy
IIT Guwahati

accredian
credentials that matter

Executive Program in Digital Transformation & AI for Leaders

11 Months | Online | Instructor Led

Exclusive Program for Working Professionals



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Why Choose this IITG Digital Transformation & Artificial Intelligence Program?

**IIT
Brand**

Get certified from
Premier Institution

Top 10

Ranked 7th in NIRF
Rankings in India

**Campus
Immersion**

Attend 2 day Campus
Immersion @IIT Guwahati

**Alumni
Status**

Attain Alumni Status
@ E&ICT IIT Guwahati



Trending Digital Transformation & Artificial Intelligence Skills in 2024

**Digital
Strategy**

**Business
Models**

**Digital
Technologies**

**AI
Leadership**

**AI
Strategy**

**Generative
AI**

Enhance your grasp of Digital Transformation and Artificial Intelligence skills to drive your organization's growth. From Digital Strategy to Generative AI, this program prepares you for the most in-demand skills required for leaders in 2024.

Who should enroll in this Program?

Unlock potential from data with the Executive Program in Digital Transformation & AI for Leaders. Ideal for emerging leaders and ambitious professionals. Gain a profound understanding of Digital Transformation and Artificial Intelligence. Accelerate your career in Data Driven Decision Making.



**Software
Professionals**

**Data
Analysts**

**Function
Heads**

**Data
Leaders**

**Project
Managers**

Engineers

Tech Leads

**Marketing &
Sales
Professionals**

**Mid-Career
Professionals**



Your Future in

Digital & AI Leadership

Starts Here

A Learning Experience Unlike Any Other

IIT G

Others

India's Top 10 Institute



Hands-On Learning



Top Faculty from Amex, Novartis etc.



Industry Based Projects



Live Online Lectures



Alumni Status



Campus Immersion



Why Choose this IITG Digital Transformation & Artificial Intelligence Program?

Prestigious Institution

The brand value associated with an IIT certification can provide a significant boost to your professional credentials and open doors to new career opportunities.

Comprehensive Curriculum

The program is designed to provide a comprehensive understanding of Digital Transformation and Artificial Intelligence and their applications in various industries.

Climb the Growth Ladder

The program incorporates industry-relevant case studies and real-world projects, allowing participants to apply their knowledge to practical scenarios.

Gain Competitive Edge

This Program will provide you with a competitive edge in the job market increasing your opportunities.

Advance Your Career

This program is designed for professionals who aspire to lead digital transformation and leverage AI for business innovation.

Unlock Leadership Roles

Prepare for dynamic leadership roles that seamlessly integrate Digital and AI skillset, driving innovation and strategic growth.



E&ICT Academy
IIT Guwahati

Up Next >>

Transform your Career Program Syllabus

Learn what matters in 11 months!



Pillar I: Digital Transformation

Term 1: Digital Strategy & Planning

Module 1: Digital Disruption in 21st Century

- Topic 1: Understanding Digital Transformation & its Significance
- Topic 2: The Role of Strategy in Digital Transformation
- Topic 3: Key Components of a Digital Strategy
- Topic 4: The Impact of Digital Disruption on Business

Module 2: Strategy Development and Alignment

- Topic 5: Strategic Frameworks for Digital Transformation
- Topic 6: Aligning Business Goals with Digital Initiatives
- Topic 7: Data-Driven Decision-Making in Strategy Development
- Topic 8: Identifying Key Performance Indicators (KPIs)

Module 3: Building a Customer-Centric Approach

- Topic 9: Customer Experience Design
- Topic 10: Customer Journey Mapping
- Topic 11: Feedback Loops & Continuous Improvement
- Topic 12: NPS (Net Promoter Score) & Customer Satisfaction

Pillar I: Digital Transformation

Module 4: Measuring & Optimizing Digital Strategy

- Topic 13: Defining Metrics & Key Performance Indicators (KPIs)
- Topic 14: Data Analytics for Strategy Evaluation
- Topic 15: Performance Dashboards & Reporting
- Topic 16: Continual Improvement & Strategy Adaptation

Term 2: Digital Business Models & Value Proposition

Module 5: Digital Business Model Fundamentals

- Topic 17: Understanding Digital Business Models
- Topic 18: Types of Digital Business Models
- Topic 19: Digital Business Model Canvas
- Topic 20: Innovating & Adapting Business Models for Digital Age

Module 6: Value Proposition Development

- Topic 21: Crafting a Compelling Value Proposition
- Topic 22: Customer-Centric Value Propositions
- Topic 23: Value Proposition Testing & Iteration
- Topic 24: Value Proposition Alignment with Business Goals

Pillar I: Digital Transformation

Module 7: Monetizing Digital Business Models

- Topic 25: Strategies for Monetization in Digital Business
- Topic 26: Subscription Models & Revenue Streams
- Topic 27: Freemium & Premium Models
- Topic 28: Case Studies in Successful Monetization

Module 8: Digital Ecosystems & Partnerships

- Topic 29: Building Digital Ecosystems & Networks
- Topic 30: Collaborative Business Models & Partnerships
- Topic 31: Managing Relationships within Digital Ecosystems
- Topic 32: Leveraging Partnerships for Value Creation & Growth



Pillar I: Digital Transformation

Term 3: Digital Technology & Tools

Module 9: Foundations of Digital Technologies

- Topic 33: Introduction to Digital Technologies
- Topic 34: Digital Literacy & Digital Divide
- Topic 35: Data & Information Management
- Topic 36: Digital Ethics & Responsibility

Module 10: Cybersecurity & Data Privacy

- Topic 37: Importance of Cybersecurity in Digital Transformation
- Topic 38: Threats & Vulnerabilities in the Digital Landscape
- Topic 39: Data Privacy Regulations & Compliance
- Topic 40: Building a Secure Digital Ecosystem

Module 11: AI/ML & IOT Analytics

- Topic 41: Introduction to AI and Machine Learning (AI/ML)
- Topic 42: Use Cases of AI & ML in different industries
- Topic 43: Introduction to Internet of Things (IoT)
- Topic 44: IoT Use Cases in Smart Manufacturing

Pillar I: Digital Transformation

Module 12: Blockchain & Industry 4.0

- Topic 45: Introduction to Blockchain Technology
- Topic 46: Blockchain Use Cases in Industry 4.0
- Topic 47: Smart Contracts & Self-Executing Agreements
- Topic 48: Future of Technology - AR/VR

Term 4: DT Frameworks & Implementation

Module 13: Digital Transformation Models

- Topic 49: Introduction to Digital Transformation Models
- Topic 50: Comparison of Digital Transformation Frameworks
- Topic 51: Selection & Adoption of a Digital Transformation Model
- Topic 52: Case Studies on Successful Model Implementation

Module 14: Digital Transformation Roadmaps

- Topic 53: Creating a Digital Transformation Roadmap
- Topic 54: Roadmap Components & Milestones
- Topic 55: Resource Allocation & Budgeting
- Topic 56: Monitoring Progress & Adapting Roadmaps

Pillar I: Digital Transformation

Module 15: Agile Methodologies for Transformation

- Topic 57: Understanding Agile Methodologies in DT
- Topic 58: Scrum, Kanban, & Lean Practices
- Topic 59: Implementing Agile in Transformation Projects
- Topic 60: Agile & Change Management

Module 16: Digital Transformation Governance

- Topic 61: Governance Structures for Digital Transformation
- Topic 62: Regulatory Compliance and Data Governance
- Topic 63: Ensuring Data Privacy and Security in Transformation
- Topic 64: Governance for Sustainability & Ethical Practices in Digital Transformation



Pillar I: Digital Transformation

Term 5: Digital Leadership & Change Management

Module 17: Leadership in Digital Transformation

- Topic 65: Digital Leadership Strategies
- Topic 66: Transformational Leadership
- Topic 67: Leading in a Disruptive Digital World
- Topic 68: Ethical Leadership in Digital Transformation

Module 18: Change Management Strategies

- Topic 69: Understanding Change Management Principles
- Topic 70: Change Models & Frameworks
- Topic 71: Communication and Change
- Topic 72: Resistance Management and Adoption

Module 19: Building an Innovation First culture

- Topic 73: Nurturing a Culture of Continuous Learning
- Topic 74: Leadership Development & Coaching
- Topic 75: Preparing for Future Technology Trends
- Topic 76: Long-term Digital Strategy

Pillar I: Digital Transformation

Module 20: Sustaining Digital Success

Topic 77: Continuous Improvement & Learning Organizations

Topic 78: Digital Sustainability & Resilience

Topic 79: Data-Driven Sustainability in Digital Age

Topic 80: Case Studies & Best Practices



Pillar II: Artificial Intelligence

Term 6: Introduction to AI for Leaders

Module 21: Introduction to AI & Machine Learning

- Topic 81: Fundamentals of Artificial Intelligence
- Topic 82: Overview of Machine Learning
- Topic 83: Evolution of AI Technologies
- Topic 84: Popular Problems that AI Helps Solve

Module 22: Data Basics & Quality Management

- Topic 85: Fundamentals of Data Types & Structures
- Topic 86: Importance of Data Quality in Machine Learning
- Topic 87: Techniques for Data Cleaning & Preprocessing
- Topic 88: Ensuring Data Integrity & Managing Data Sources

Module 23: AI's Impact on Strategy & Business Model

- Topic 89: Integrating AI into Corporate Strategy
- Topic 90: AI-Driven Competitive Differentiation
- Topic 91: AI-Enabled Business Model Transformation
- Topic 92: Use Case: Leveraging AI for Strategic Cost Reduction

Pillar II: Artificial Intelligence

Module 24: AI Trends & Business Applications

- Topic 93: Emerging Trends in AI
- Topic 94: Use Case: AI in Predictive Analytics & Forecasting
- Topic 95: Use Case: AI for Personalization & Customer Experience
- Topic 96: Use Case: AI in Automation & Process Optimization

Term 7: Applied Machine Learning & AI

Module 25: Supervised Learning Techniques

- Topic 97: Introduction to Supervised Learning
- Topic 98: Regression Analysis & Predictive Modeling
- Topic 99: Insight on Classification Algorithms
- Topic 100: Model Performance Evaluation & Parameter Optimization
- Topic 101: In-class Live Demonstration



Pillar II: Artificial Intelligence

Module 26: Unsupervised Learning Techniques

- Topic 102: Introduction to Unsupervised Learning
- Topic 103: Clustering Algorithms: Principles, Techniques
- Topic 104: Dimensionality Reduction Methods for Data Simplification
- Topic 105: Evaluation & Interpretation of Unsupervised Models
- Topic 106: In-class Live Demonstration

Module 27: Introduction to Neural Networks & Deep Learning

- Topic 107: Fundamentals of Neural Networks & Deep Learning
- Topic 108: Architectures of Neural Networks: Basic to Advanced
- Topic 109: Guide to Training Deep Learning Models
- Topic 110: Brief Idea on Transfer Learning

Module 28: Natural Language Processing (NLP)

- Topic 111: Introduction to Natural Language Processing (NLP)
- Topic 112: Popular NLP Algorithms: Overview & Applications
- Topic 113: Text Preprocessing & Feature Extraction in NLP
- Topic 114: Advanced NLP Applications & Emerging Trends

Pillar II: Artificial Intelligence

Term 8: Building AI Strategy & Teams

Module 29: Building AI Strategy

Topic 115: Developing a Comprehensive AI Strategy

Topic 116: Aligning AI Initiatives with Business Goals

Topic 117: Identifying High-Impact AI Use Cases

Case Study: Building AI Strategy

Module 30: Building AI Roadmap

Topic 118: Creating Step-by-Step AI Implementation Plan

Topic 119: Setting Milestones & KPIs for AI Projects

Topic 120: Resource Allocation & Budgeting for AI Initiatives

Topic 121: Managing Risks & Ensuring Compliance in AI Deployment

Case Study: Building AI Roadmap



Pillar II: Artificial Intelligence

Module 31: AI Leadership & Team Building

- Topic 122: Establishing High Performing AI Teams
- Topic 123: Defining Roles & Responsibilities in AI Teams
- Topic 124: Essential Skills & Competencies for AI Professionals
- Topic 125: In-class Discussion: Hiring vs. Internal Training for AI Talent

Module 32: AI Change Management

- Topic 126: Change Management Strategies for AI Adoption
- Topic 127: Role of Leadership in AI-Driven Transformations
- Topic 128: Managing Resistance & Cultivating Organizational Readiness
- Topic 129: Measuring & Evaluating AI Change Impact



Pillar II: Artificial Intelligence

Term 9: AI Business Models & Market Disruption

Module 33: Types of AI Business Models: Product, Service, Platform

- Topic 130: Product-Based AI Business Models
- Topic 131: Service-Oriented AI Business Models
- Topic 132: Platform-Based AI Business Models
- Topic 133: Hybrid AI Business Models

Module 34: Implementing AI in Traditional Businesses

- Topic 134: Integrating AI into Legacy Systems
- Topic 135: Enhancing Customer Experience with AI
- Topic 136: AI-Driven Operational Efficiency
- Topic 137: In-class Discussion: Transforming Traditional Business Processes with AI



Pillar II: Artificial Intelligence

Module 35: Future of AI

- Topic 138: Emerging AI Technologies & Trends
- Topic 139: AI in the Next Decade: Predictions & Insights
- Topic 140: The Impact of AI on Global Economies
- Topic 141: In-class Discussion: Future Ethical & Regulatory Challenges in AI

Term 10: Generative AI for Business Leaders

Module 36: Introduction to Generative AI

- Topic 142: Understanding GenAI: Concepts & Applications
- Topic 143: Key Techniques in Generative AI
- Topic 144: Challenges & Limitations of GenAI Technologies
- Topic 145: Use Cases: Transforming Business Operations with GenAI



Pillar II: Artificial Intelligence

Module 37: GenAI Business Models & Monetization

- Topic 146: Understanding Generative AI Business Models
- Topic 147: Monetization Strategies for Generative AI
- Topic 148: Challenges & Opportunities in Generative AI Monetization
- Topic 149: Use Cases: Generative AI in Various Industries

Module 38: Enterprise GenAI: Model Selection & Data Strategy

- Topic 150: Open vs Closed Source GenAI Models for Enterprises
- Topic 151: Data Preparation & Management for GenAI
- Topic 152: Managing Operational Challenges in GenAI Deployment
- Topic 153: Best Practices in GenAI Implementation



Capstone Project & Key Tools Covered

Digital Transformation Capstone

Develop a Digital Transformation Roadmap: assess readiness, identify gaps, benchmark standards, strategize, design governance, enhance skills, propose training, foster digital culture, and provide actionable recommendations.

Artificial Intelligence Capstone

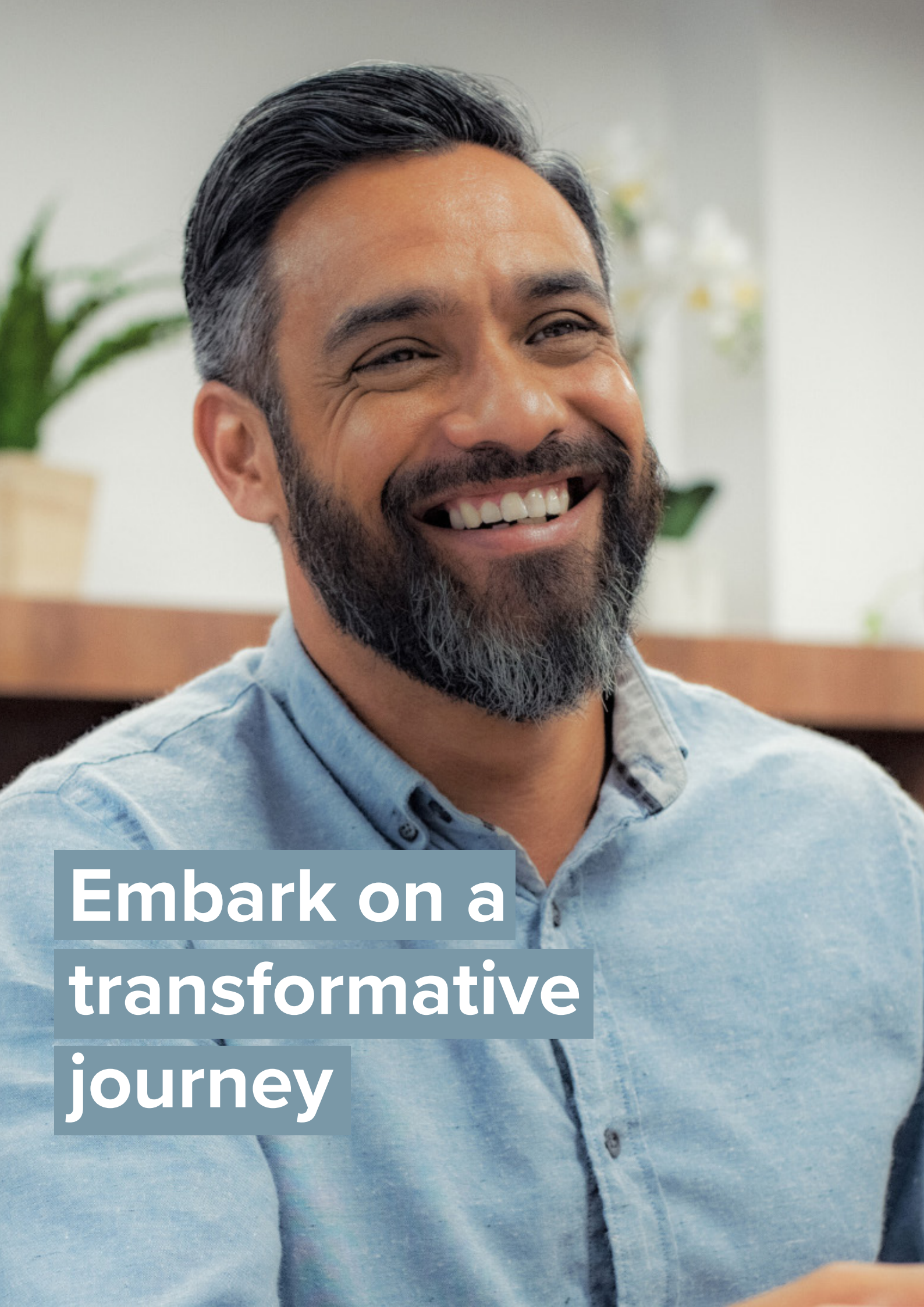
Participants will create a strategic framework for integrating AI, including Generative AI, into organizations. Starting with an assessment of current processes, they will identify opportunities and craft an AI strategy with an implementation roadmap. The final deliverable will be a report and presentation, supported by data and case studies, highlighting benefits for efficiency and competitiveness.

Key Tools Covered



Many more . . .

**The tools listed are subject to change, will be covered at an introductory level as part of the digital tool ecosystem, and only free or trial versions will be used.*



**Embark on a
transformative
journey**

World Class Learning Experience

Experience a dynamic and engaging environment that inspires and challenges you to think critically. Become a worldclass leader through hands-on learning, collaboration, and interaction with experts in the field.



**Live Classes &
Online Interaction**



**Top Industry
Practitioners**



**Lifelong Access
to Study Material**



**Hands-On
Learning**



**Capstone
Project**



**Campus
Immersion**



Network and Interact at the Campus of Prestigious IIT Guwahati

Gain a unique opportunity to participate in a **Two-Day Campus Immersion** at the picturesque campus of Indian Institute of Technology Guwahati. Build lifelong connections with your peers, participate in workshops and hackathons, & experience student life at one of the top IITs in India. Some unique features you can expect in the immersion include:

- Networking with Peers
- Interaction with Faculty
- Offline Classes
- Dynamic Activities





Past Immersions at IIT Guwahati





Attain E&ICT IIT Guwahati Alumni Status

On successful completion of Digital Transformation & AI Program, candidates will be eligible for alumni status at E&ICT IIT Guwahati. The benefits of the lifetime membership of alumni status include:

- Access to E&ICT IIT Guwahati Alumni Network
- Alumni Meetups & Events
- Alumni Specific Scholarships & Grants
- Access to Workshops and Conferences



Learn from Top Industry Practitioners



Principal Investigator



E&ICT Academy
IIT Guwahati



Sr. Product Manager



Product Manager



Data Science Consultant



General Manager



Associate Director



Assoc. Director - DS & AI Eng.



Senior Faculty



Sr. Program Manager



100% classes in the program will be taken by Industry Practitioners.

Career Support with 6 Powerful Sessions



1-On-1 Career Counselling

Our career coach will help you with all your career related queries



Resume Preparation

We'll help you craft a sharp resume to boost your shortlisting chances



Simulated Mock Interviews

Participate in a mock interview to be ready for the real thing



Interview Resources

Get access to 2024 Interview Resources



“ Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate the terrain of growth with you. ”

Manjusha Jaggi
Career Coach, Accredian

The Career Services provided by Accredian are intended to empower you to actively manage your career and are not a guarantee of employment.

Key Statistics

11 months

Comprehensive
Learning

130+

Hours of Live
Classes

38

Modules

20+

Tools & Frameworks

6

Career Assistance
Sessions

Get Certified from India's Premier Institution



The certificate provided serves as a representation and may vary from the final certificate. Candidates will receive a digital copy of it upon program completion.

Admission Process

1

Apply at iitg.accredian.com

2

Fill the application form & pay the fees.

3

Selected Candidates will receive Admission Confirmation Letter.

Program Fee & Scholarships

Program Fee: INR 2,20,000 + GST

Application Fee: INR 10,000 + GST

Scholarships available upto INR 40,000



Program Snapshot

START DATE

Tech Orientation: 25th August, 2024

Batch Inauguration: 15th September, 2024

CLASS TIMINGS

Sunday

11 AM - 2 PM IST*

DURATION

11 Months

WEEKLY SCHEDULE

Online classes on Weekends

Self practice/assignments on weekdays

ELIGIBILITY CRITERIA

Basis Candidate **Profile** and **Experience**

Education: **Graduate**

PROGRAM FEE

INR 2,20,000 + GST

APPLICATION FEE

INR 10,000 + GST

EMI options available

**E&ICT IIT-G & Accredian reserve the right to change class timings & curriculum as per faculty schedules & updates to curriculum.*

Talk to your Learning Advisor

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The World is your Campus

Experience a Transformative Journey to develop a world-class Digital Mindset and AI Skillset to thrive as a Global Leader.

