

 **One Year  
MBA - DEM**  
12-month Full-time Program in  
Digital Enterprise Management  
for Experienced Professionals

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Become a  
Leader in the  
**Emerging  
Digital Markets**

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**IIMU**  
भारतीय प्रबंधन संस्थान उदयपुर  
Indian Institute of Management Udaipur

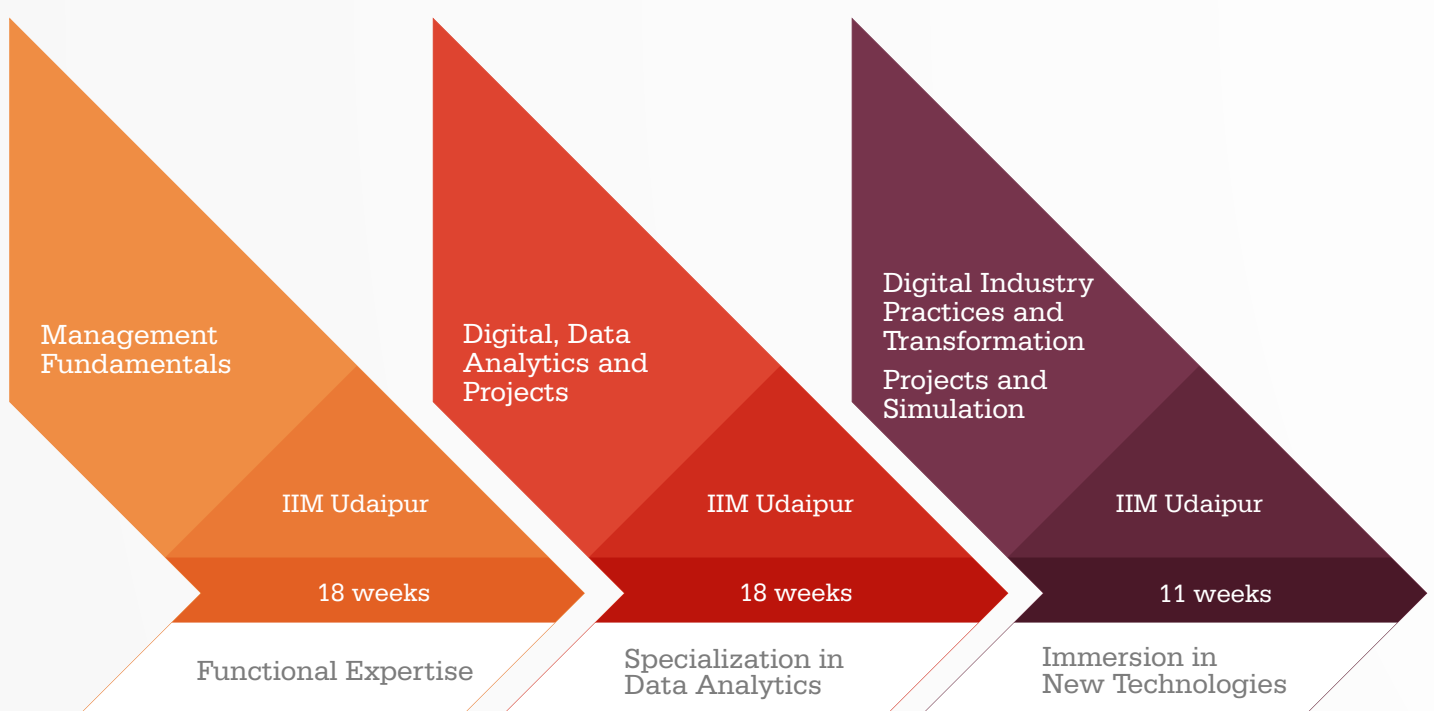
India's only one-year, full-time MBA program in Digital Enterprise Management is for experienced professionals who wish to realign their managerial career path to make it centre stage in the digital domain.

This program helps professionals enhance their knowledge and understanding of digital enterprises. Graduates of this program are equipped to leverage digital transformation for businesses to be more efficient, effective and competitive in the new world environment. In essence, the program develops talent for Digital Business Leadership and Entrepreneurship.

This is a full-time residential program and admission is through GMAT/GRE/CAT. This program is ideal for professionals with a graduate degree and at least 3 years of full-time work experience. The program generally starts in April of the first year and ends in March of the following year. However, for the coming academic year, the program is proposed to start on May 6, 2021.

## ► One Year MBA - DEM from IIM Udaipur

The course aims at developing Business Leaders who will drive the Digital Economy. It is the first MBA in the country in which students focus on learning how to manage digital systems and how to use those systems to make data-driven decisions, lead complex and diverse teams in digital environments.



## ► Message from the Director

Given the way technology is changing the world, future careers are going to be quite different than what we are seeing today. At IIM Udaipur, we don't just want our students to prepare for this change but welcome it. This is our motivation in introducing the India's only one year MBA program in Digital Enterprise Management (DEM).

The present and future of business cannot be separated from technology and data. This program introduces professionals to management concepts and leadership styles in the emerging digital business enterprises. Students will learn from academicians and industry practitioners through case studies, simulations, frameworks and practical lab projects.

The one year program provides students with a solid foundation in management fundamentals and also exposes them to contemporary practices of data-driven decision making.

Structured around leadership, innovation, strategy, decision-making and entrepreneurship, this program provides a well-rounded exposure to business management, data analytics and emerging technologies that are severely in demand in the corporate world.

**Janat Shah**  
Director, IIM Udaipur



# Key Elements that drive the DEM program

The program is structured around five pillars to give a unique experience in acquiring knowledge and developing managerial skills relevant to the digital era and the art of learning continuously.

This One Year MBA in Digital Enterprise Management (DEM) is a cross-pollination of Quantitative methods and Creative thinking.

## ► Fundamentals of Business Management

One Year MBA - DEM provides a grounding in the principles management concepts and fundamentals of business activities like finance and accounting, economics, marketing, organizational behavior and operations. Core skill development gets enhanced through subjects like Business Statistics and Communication.

## ► Fundamentals of Digital Enterprise

A digital enterprise is characterized by the use of technologies. Data is a critical element in decision making. Further, digital enterprises are agile, flexible and highly scalable in their operations and speed to respond to changes.

DEM provides specific focus on the management of such organizations which are modeled on parameters of scale, speed and scope. DEM covers design thinking, strategic management and leadership skills required to create and sustain a digital organization. The program prepares managers to manage transformations and to thrive in agile organizational structures with fungible roles and responsibilities.



## ► Data Analytics & Technology Management

Following the learning that data is core to Digital, DEM program prepares its participants for analytics - a method of drawing inferences from a large and complex pool of data. The techniques learnt will help develop a discerning mind towards data collection, organization and using them for strategic and operational decision making. The art and science of spotting trends and interpreting the results, and articulating the discoveries from new patterns, are important skills to hone. Hence, the concepts of visualization and storytelling in general and analytics in particular, are part of this pillar.

Technologies like Cloud computing, AI, Blockchain and IoT are emerging as new forms of data management. These are create, access, process, store and retrieve functions prevalent in the digital world. Understanding the working of such technologies in the context of business automation and improving business outcomes is part of the expected learning.

## ► Digital Industry Practices

Having learnt the concepts, understanding how these concepts are put into practice becomes the next logical step in learning. DEM, therefore, covers digitalization in the context of different industries such as FinTech, Healthcare, B2B Marketing and Social Sector. The understanding of the use of digital concepts in not-for-profit applications sensitizes the students to the all-encompassing virtues of digital technologies.

## ► Solving Business Problems

Learning the concepts and understanding their applications in real life prepares the participants of DEM for practical experience. Understanding technologies and data from close quarters is the purpose of doing projects. Projects involve solving business problems by developing a practical solution which is demonstrable in lab conditions.

This adds to the experiential learning and also exposes the participants to the management of people, process and technology, which are core to a transformational journey. Working on new technologies, using large and complex sets of data and applying the conceptual learnings in a lab environment of a project, strengthens the participants' confidence in the subject and reinforces their abilities to face real-life challenges of dealing

Thus, DEM is designed to let participants learn in multiple ways - in the classroom, through workshops and via the lab projects. Participants of this program go through lectures and case studies; business simulations and assignments; individual and group lab projects that are taught by academicians and practitioners.

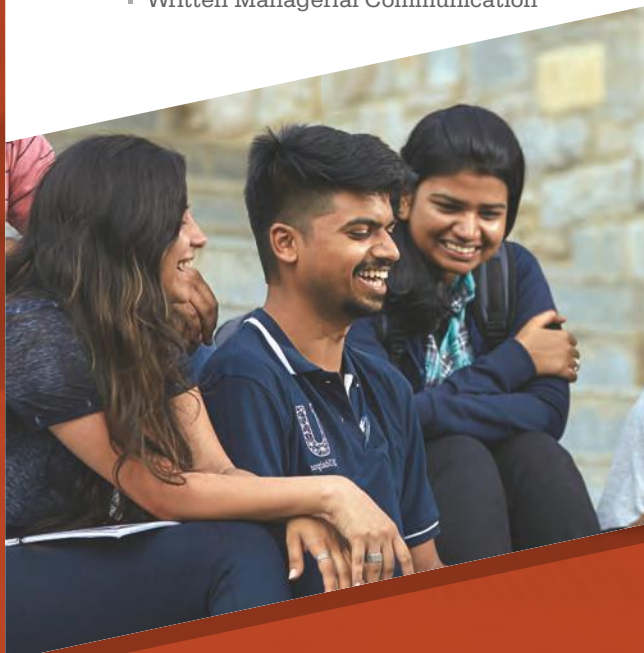
# Course Curriculum

## Term 1

### Management Fundamentals

The focus is primarily on the fundamentals of business management and the management of digital enterprises.

- Accounting for Managers
- Advanced Analytics - I
- Agile & DevOps
- Artificial Intelligence
- Business Statistics
- Design Thinking
- Economics for Managers
- Entrepreneurship
- Financial Management
- Managerial Oral Communication
- Marketing Management
- Operations Management
- Operations Research
- Organizational Behaviour
- Storytelling & Visualization
- Strategic Management
- Written Managerial Communication



## Term 2

### Digital, Data Analytics and Projects

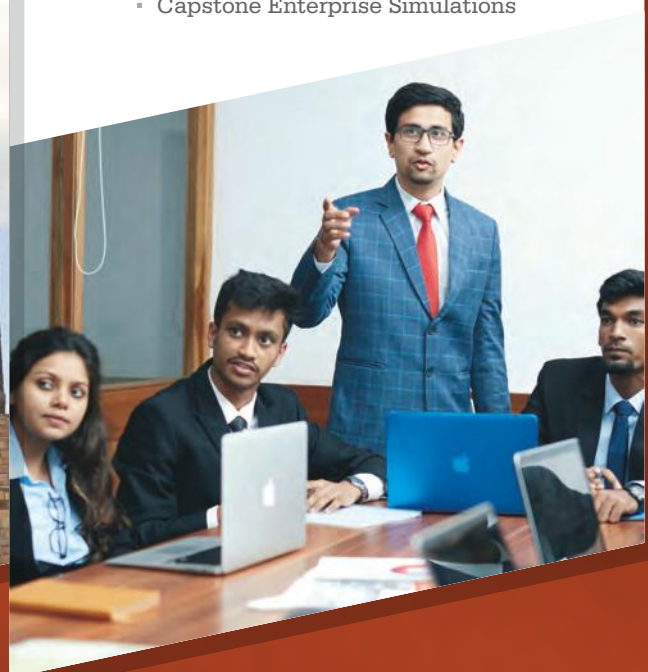
- Advance Analytics - II
- Blockchain
- Cloud Technology & Security
- Design Thinking-II
- Digital Marketing
- Multi-sided Platform Business Model
- Product Management
- The Internet of Things (IoT)



## Term 3

### Digital Industry Practices and Transformation Projects and Simulation

- Digital Transformation Management
- B2B Marketing
- Fintech
- Healthcare
- Social Sector
- Capstone Enterprise Simulations



Note: This is the proposed curriculum structure for the program.

# The 'U' Advantage



**Master in Management**  
Ranking 2020



Youngest school in the world  
on QS MIM 2021 Rankings

Youngest school in the world  
on F'T MIM Rankings 2020

Consistently ranked in the top 5  
management schools in research in India,  
according to the methodology used by UT Dallas

Alumni working in 15+ countries globally

**05** Centers of Excellence

**100+** Corporate Partners

**40+** Permanent Faculty

**AACSB** Accredited



# Infrastructure

IIM Udaipur campus occupies 300 acres in Balicha about 8 km from the centre of Udaipur. The campus has state of the art classrooms and WIFI. Students are provided with air-conditioned single room accommodation. The campus has a fully equipped gym and other recreational facilities.

The master plan for IIM Udaipur's campus has been awarded GRIHA's 5 Star LD rating which is the highest level of rating for large developments. The architecture has been designed to minimize energy consumption. In addition to conserving power and water, the campus has been planned to be a zero-waste facility.

There is an atrium for Yoga, a room for meditation, a 24X7 medical center, an ATM and eateries.



# Recruitment Process

Some of the biggest names in the industry who have recruited IIM Udaipur students in the past.



## Final Placements (Starting November/December)

### Pre-placement Presentations

Companies have the option of using a pre-placement presentation to give students information about their business, vision, work culture and the roles and opportunities available, followed by a Q&A session.

### Placement Process

Interested students apply to the company and submit their CVs through the Student Corporate Relations Committee. The selection process generally consists of CV-based shortlisting and one or more rounds of personal interviews. Offers, including details of the role, location, compensation and other relevant terms and conditions, are conveyed to the candidate through the Student Corporate Relations Committee. The placement process is governed by the placement rules which are drawn up at the beginning of the academic year.

### Post-placement Process

Once a company has made an offer as part of the campus placement process, a candidate is bound to accept/reject the offer within a stipulated timeframe. When a candidate accepts an offer, he/she automatically opts out of the placement process and ceases to be part of the pool of candidates available to companies.

The candidates are made the offer conditional on their successful completion of the program. The HR managers at the respective companies then take over to guide candidates through the induction and joining process.





## Admissions Process

### ► Eligibility Criteria

- Candidates with a minimum of 10+2 years of school education and a minimum of 3 years of university education with a Bachelor's degree or equivalent in any discipline
- Valid GMAT score, or valid GRE score, or CAT score of tests taken in 2018 or later
- Minimum full-time work experience of 36 months as of March 31, 2021

**More details regarding admissions and fee structure can be found on IIMU's website - [iimu.ac.in](http://iimu.ac.in)**



[www.iimu.ac.in](http://www.iimu.ac.in)

For further information contact

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