

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

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



IIMU

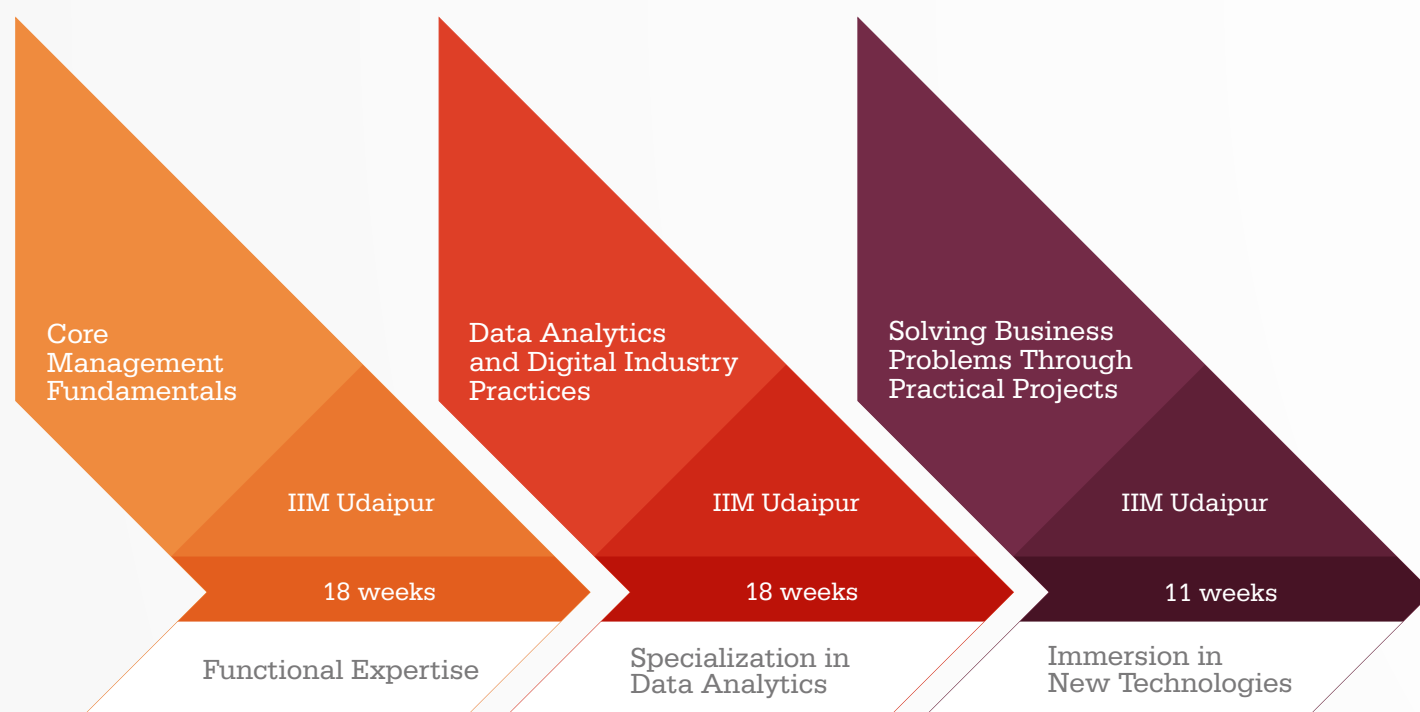
भारतीय प्रबंधन संस्थान उदयपुर
Indian Institute of Management Udaipur

The first-ever one year MBA program in Digital Enterprise Management (DEM) introduces candidates with work experience to management concepts and leadership styles in the emerging digital business enterprises.

This is a full-time residential program and admission is through the GMAT/GRE. This program is ideal for professionals with a graduate degree and 3+ years of work experience. Students start the program in April of the first year and graduate in March of the following year.

► 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 first-ever 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.

Janat Shah
Director, IIM Udaipur

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.



Key Elements that drive the DEM program

This One Year MBA in Digital Enterprise Management is a cross-pollination between the Quantitative and the Creative.

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

► Fundamentals of Business Management

MBA - DEM provides a thorough grounding in management fundamentals. It covers core management concepts in finance and accounting; economics; marketing; organizational behavior; and operations.

► Management of Digital Enterprise

The program provides a specific focus on the management of the emerging digital enterprise sector. It covers design thinking, strategic management and leadership skills required to create and sustain a digital organization. The program prepares managers to cope with transformations and agile structures present in digital enterprises.

► Data Analytics & Technology Management

Knowledge of analytics is essential for managers working in digital enterprises. The program curriculum covers subjects including big data, managerial analytics, visualization and storytelling, cloud technologies, and the use of emerging technologies like AI, Blockchain, and IoT.

► Digital Industry Practices

The program covers digitalization in the context of different industries such as retail, FinTech, manufacturing, healthcare, as well as the social and PSU sectors.

► Solving Business Problems

The program emphasizes solving business problems through practical projects in analytics and technology. DEM participants will learn in multiple ways in the classroom, lab projects and beyond. Students would be exposed to lectures and case studies; business simulations and assignments; and group lab projects organized around real-life business problems.

Course Curriculum

Term 1

Management Fundamentals

Focus primarily on the fundamentals of business management and the management of digital enterprises including,

- Accounting
- Design Thinking
- Economics
- Financial Management
- Managerial Communication
- Managing Transformation
- Marketing Management
- Operations Management
- Organizational Behavior
- Strategic Management



Term 2

Data Analytics and Digital Industry Practices

- AI, Blockchain, and IoT
- Big Data
- Cloud Technologies
- Digitalization in the context of a specific industry such as Retail, FinTech, Healthcare, Manufacturing, Social, and PSU
- Managerial Analytics
- Visualization and Storytelling



Term 3

Solving Business Problems Through Practical Projects

- Business Simulations and assignments
- Group lab projects organized around real-life business problems



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

IIM Udaipur

A Dynamic Learning Environment

The Indian Institutes of Management (IIMs) were created by the Indian Government with the aim of identifying the brightest student talent available and creating a pool of elite managers to lead the various sectors of the Indian economy. Over the course of more than fifty years, IIMs have become recognized as premier management institutions, comparable to the best in the world for teaching, research and interaction with industry.

In 2009, the Indian Government started six new IIMs including IIM Udaipur which is located in a campus of 300 acres in the Balicha area of Udaipur.

IIMU aims to set a new benchmark in the field of management education by combining excellence in both teaching and research. The Institute strives to make a real difference to the region, forging strong relationships with local NGOs and government and working closely with industry on live projects, internships, guest lectures, faculty research and many events throughout the academic year.

According to the National Institutional Ranking Framework (NIRF), IIMU is consistently ranked among the top Indian b-schools. It is also consistently ranked among the top five schools in India for research in the field of management according to the methodology used by UT Dallas which tracks publications in the leading global journals. IIMU is also the youngest institution in the country to receive accreditation from AACSB.

At IIMU, we challenge our students to expand their knowledge and their intellectual horizons so they emerge transformed and prepared to have an impact on the world of business and society at large.

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 financial markets lab at IIMU features 12 terminals with subscriptions to Bloomberg's suite of financial market information and analysis tools. The lab is open 24/7 and also provides a remote user facility.

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.



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 resumes through the Student Corporate Relations Committee. The selection process generally consists of resume-based shortlisting and one or more rounds of personal interviews. Offers, including details of the role, location, compensation and other relevant terms and conditions, must be 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 opt 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 course. 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.
- The GMAT/GRE score is the standardized test score for the program; any candidate with a valid GMAT/GRE score can apply.
- Relevant work experience of a minimum of 36 months.

Although software development skill is not a pre-requisite, any form of in digital technologies will be an added advantage.

Applicants with an orientation towards managerial roles involving technology will find the program quite beneficial. Critical thinking, problem-solving and communication skills will be essential parts of the program's development and therefore, those who can demonstrate these will be preferred.

More details regarding admissions and fee structure can be found on IIMU's website - iimu.ac.in



www.iimu.ac.in

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