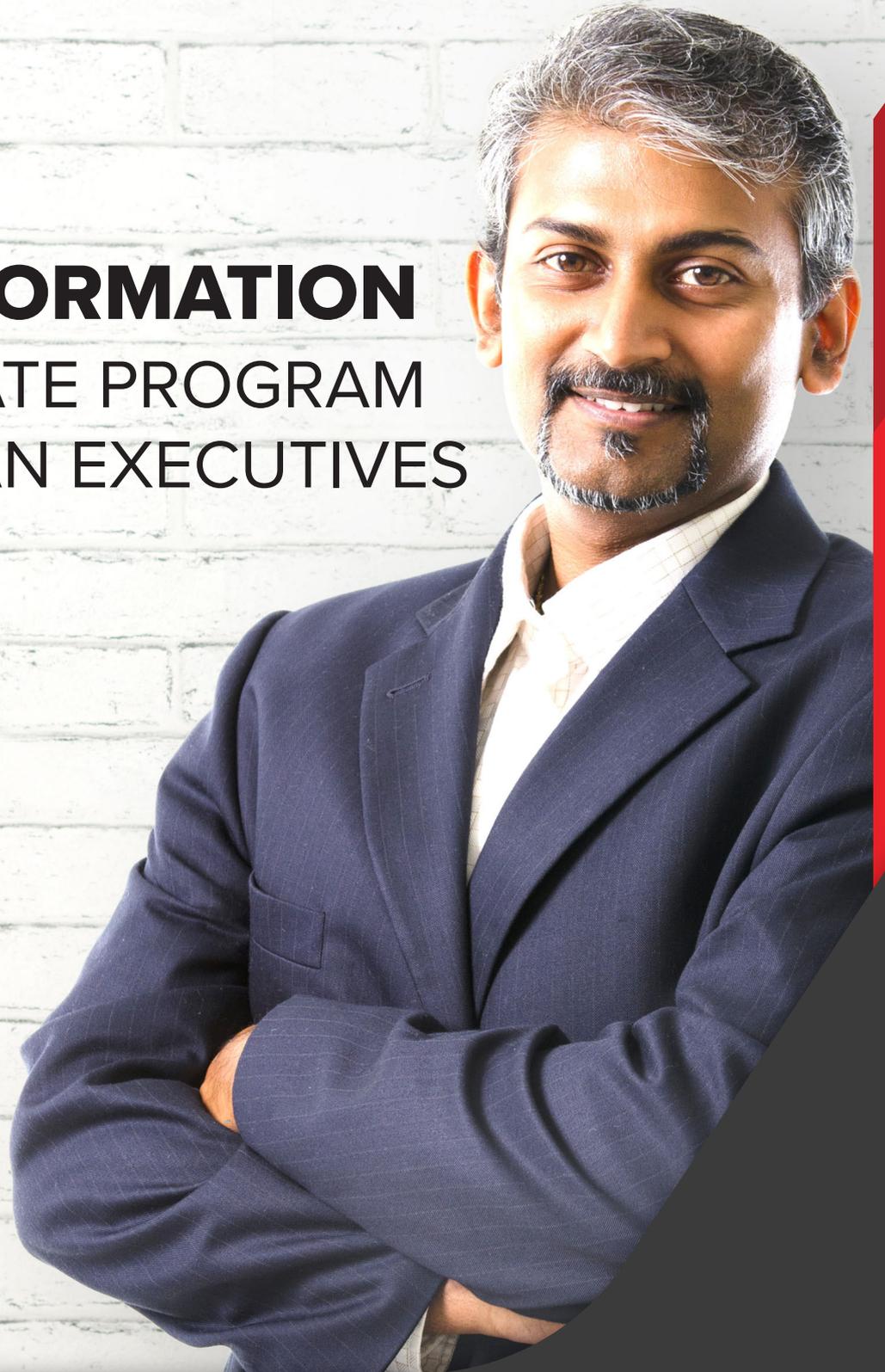


**DIGITAL  
TRANSFORMATION**  
CERTIFICATE PROGRAM  
FOR INDIAN EXECUTIVES



# Overview

In the current global scenario, Digital Transformation isn't just for tech startups. Organizations that aren't going digital are like landline phones in the era of iPhones. Going digital has become a critical strategic focus area for today's businesses and is a necessary initiative for nearly every organization or business venture willing to compete.

In this certificate program from eCornell, you will learn to develop new disruptive and streamlined business ideas through digital auditing and a rapid ideation process. Additionally, you will have the opportunity to pitch your ideas and come up with a plan to rigorously test and evaluate the ideas to ensure market suitability.

By the time you complete the program, you will have established a toolkit for a speedy ideation process as well as a strategy to manifest your digital innovation concepts.

## Key Course Takeaways



### Identify Innovation and Conduct a Digital Audit

Identify what innovation should look like, identify gaps and learn to conduct a digital audit for your company or venture.



### Generate Opportunities for Digital Transformation

Use digital business model transformation templates to generate ideas and develop a mindset to rapidly generate opportunities for digital transformation.



### Develop an Action Plan to Implement Digital Innovation

Identify the risk-limiting paths and create an action plan to develop and execute your ideas.



### Develop a Validated Business Model

Conduct a value creation analysis and develop a validated Business Model Canvas for your concept.

## What You Will Earn

- › Certificate of Completion in Digital Transformation
- › 70 Professional Development Hours (7 CEUs)



## Inside the Program

- › Certificate consists of seven 2-week courses.
- › Courses include multiple-choice quizzes, instructor-moderated discussions, and a final project to practice what you've learned in a real-world context.
- › Opportunities for collaboration and networking with fellow students both during and after your courses.
- › Course materials available 24/7 during the 2-week course and for a third week to review the content.
- › Plan to spend 3-5 hours per week on each course.

## Who Should Enroll?

Business Leaders

Technology Leaders including CTOs

Entrepreneurs

## Eligibility

- › Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- › Proficiency in English, spoken and written, is mandatory.

# Syllabus

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## **Preparing for Digital Transformation (CTECH111)**

All businesses rely on business model evolution through identifying and using new digital tools. In this course, you will identify the best method to choose the best ideas for digital transformation for your organization or entrepreneurial venture. You will conduct a builder audit to assess the current state of the innovation process and establish what the ideal state of building should be. Then, you will produce a digitization audit, where you will assess the current state of digital tools utilization in sourcing, organizational processes, customer interaction, and after-sales. This analysis will lead you to identify opportunities for digital technology use.

## **Generating Opportunities for Digital Disruption (CTECH112)**

In this course, you will learn best practices to quickly generate multiple ideas for new ventures. You will flex your creative muscles by using tools and activities daily to expand your list of ideas. Then, you will apply your best practices to a number of product and service design, business model transformation, and sales transformation templates to devise ideas for new products and services. By the end of this course, you will have over 100 ideas for new products or services that you can begin to refine.

## **Rapid Ideation (CTECH113)**

In this course, you will apply a number of daily ideation techniques to evolve the use of digital tools in your organization. You will evaluate your business model and determine where you can integrate digital tools to better meet your customers' needs and increase profitability. You will then identify niche digital marketplaces that are opportunities to fulfill unmet customer needs. In the culmination of this course, you will gain an extensive toolkit for developing new ideas throughout your organization or for your entrepreneurial ventures.

## **Developing and Pitching Ideas (CTECH114)**

Using your own expertise, you will refine your list of business opportunities in stages to your three most viable ideas. Then you will enter these ideas into a peer-to-peer collaboration platform to receive feedback from the wisdom of the crowd. You will also rate each of your classmates' three best ideas. Finally, you will develop a one-minute pitch, practice it with a partner, and record it. You and your classmates will view and provide feedback on each other's pitches. By the end of this course, you will have selected your best product or service idea and prepared a polished pitch to present to stakeholders.

## **Value Creation and the Business Model Canvas (CTECH115)**

In this course, you will conduct a five-step value creation analysis using the Business Model Canvas for a product or service idea. In conjunction with this analysis, you will evaluate your idea based on your competition and your unique value proposition. You will then craft a concise statement of why your idea will work. Finally, you will gather feedback from your peers and professionals in the industry to determine where you need to iterate your product or service idea. By the end of this course, you will have a validated Business Model Canvas for your concept.

### **Prototypes and Pilots (CTECH116)**

In this course, you will design a testing plan for your product or service. You will choose an experimental strategy such as prototyping or pilots for collecting real-world data. Then, you will formulate your experiment to ensure reliable results while being conscious of accuracy and cost. You will identify what success looks like for your product or service and develop metrics to test those factors. By the end of the course, you will be prepared to test your prototype or pilot and evaluate how your product or service idea needs to improve.

### **Experimentation Planning (CTECH117)**

In this course, you will investigate different strategies to reduce the impact of unknowns and other risk factors on the successful deployment of your product or service idea. You will identify and evaluate a sequence of operational tasks to develop your product or service. Your task sequence will then undergo a peer review to inform the necessary changes to reduce risk and make your plan more viable. You will leave this course with a validated strategy for the development of your new product or service where risk has been reduced.

## **Faculty**

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### **Karan Girotra**

**Professor of Operations,  
Technology and  
Information Management,  
Cornell Tech**

Karan Girotra is a Professor of Operations, Technology and Information Management at Cornell Tech and the Johnson College of Business at Cornell University. Karan collaborates with companies building new business models in the areas of urban living, smart transportation and e-commerce, helping them build rigorous research-based solutions. Karan's research team has been recognized by multiple awards, including the prestigious Wickham Skinner Early Career Research Award and multiple best paper awards. He has also won teaching awards for his teaching on entrepreneurship and new business models and was featured in the Poets & Quants Best 40 under 40 business professors list. In addition to his academic work, Karan was one of the founders of TerraPass Inc., which the New York Times identified as one of the most noteworthy ideas of 2005. Since then, TerraPass has helped businesses and individuals reduce over a hundred million tons of carbon dioxide emissions. Karan holds Ph.D. and AM degrees from the Wharton School of the University of Pennsylvania, and a Bachelor degree from the Indian Institute of Technology, Delhi.

# About eCornell

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As Cornell University's online learning unit, eCornell delivers online professional certificate programs to individuals and organizations around the world. Courses are personally developed by Cornell faculty with expertise in a wide range of topics, including hospitality, leadership and management, marketing, human resources, technology and data analytics. Students learn in an interactive, small-class format to gain skills they can immediately apply in their organizations. eCornell has offered online learning courses and certificate programs for 18 years to over 150,000 students at more than 2,000 companies.

## Program Details

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**Duration:** 4 months

**Program Fee:** INR 1,30,000 + GST

(installment options available)

**No. of Courses:** 7

**Effort:** 3-5 hours per week

**Format:** 100% online

**Model:** Instructor-led

### For More Details



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