



Indian Institute of Management Mumbai (IIM Mumbai)

AACSB

Executive Certificate Program on Digital Transformation and AI

Type

Executive Program

Mode

Online

Duration

6 Months

Total fees

₹ 172,000

Indian Institute of Management Mumbai (IIM Mumbai)

IIM Mumbai, formerly known as NITIE, was established in 1963 by the Government of India with support from the UNDP and ILO. It is consistently ranked among India's leading business schools and secured 6th rank in the NIRF 2025 Management Rankings. The institute is known for its strong industry focus and academic excellence. It offers expertise across Operations, Analytics, Finance, Marketing, Project Management, HR, IT, and Sustainability Management. IIM Mumbai is dedicated to developing future-ready professionals for evolving business and industry needs.

Executive Certificate Program on Digital Transformation and AI

Highlights

- ◆ 100 hours of learning delivered over six months through live online sessions and on-campus engagement.
- ◆ Explore AI, Generative AI, analytics and emerging technologies from a strategic business perspective.
- ◆ Apply learning through case studies, simulations, hands-on activities and a real-world capstone project.
- ◆ Gain cross-functional insights into digital transformation across operations, marketing, finance, HR and supply chain.
- ◆ Learn from IIM Mumbai faculty, industry experts and a diverse cohort of experienced professionals.

Learning outcomes

- ◆ Evaluate AI and digital initiatives using structured feasibility, cost, risk and ROI frameworks.
- ◆ Translate complex business challenges into practical AI-enabled transformation opportunities.
- ◆ Apply digital technologies and data-driven approaches across key business functions and value chains.
- ◆ Develop scalable digital transformation roadmaps aligned with organizational strategy and business objectives.
- ◆ Present execution-ready transformation proposals incorporating governance, measurable outcomes and stakeholder alignment.

Eligibility Criteria

Educational Qualification: Bachelor's degree or equivalent (10+2+3) with at least 50% marks from a recognized university. Diploma holders with relevant experience may be considered.

Work Experience: Professionals with at least 1 year of relevant experience in management, IT, operations, consulting, or related fields are eligible to apply.

Targeted Roles: Professionals involved in business strategy, digital initiatives, IT management, or transformation projects, as well as entrepreneurs and business leaders.

Curriculum Overview

Module I: Introduction to Digital Transformation (3 subjects)

- ◆ The Digital Imperative: Understanding Transformation in the 2020s
- ◆ Value Chains in the Digital Economy; Digital Strategy; Digital Maturity Models & Industry Benchmarks
- ◆ Frameworks for Strategic Management; Value proposition in Digital age and Competitive Advantage in the age of AI



Module II: Digital Foundations - Analytics and AI (25 subjects)

- ◆ An Overview of Business Intelligence
- ◆ Analytics
- ◆ Data Science
- ◆ and AI
- ◆ Business Intelligence Frameworks
- ◆ End-to-end business process analysis; taxonomy of processes / subprocesses
- ◆ Exploratory Data Analysis
- ◆ Data Cleaning
- ◆ Data Wrangling and Data Enrichment
- ◆ Data Visualization for Business Intelligence: Dashboard using Power BI
- ◆ Supervised Learning: Predictive Modelling
- ◆ and Classification Techniques
- ◆ Unsupervised Learning: Clustering
- ◆ Segmentation and Pattern Discovery in Business Data
- ◆ Generative AI: LLMs
- ◆ Prompt Engineering
- ◆ Agentic AI & Use Cases
- ◆ Advance Analytics: Optimization Models
- ◆ and Decision Support
- ◆ Agentic AI and Autonomous Supply Chains: Global Thought Leader Lecture
- ◆ Computer Vision Applications in Business
- ◆ Fundamentals of Simulation and Business Applications
- ◆ Supply chain simulation modelling
- ◆ Digital Twin in Manufacturing and Supply Chain
- ◆ Case Study: AI Strategy for a Services Firm



Curriculum Overview (continued)

Module III: Digital Foundations - Infrastructure (17 subjects)

- ◆ Cloud Infrastructure and IaaS
- ◆ PaaS
- ◆ SaaS
- ◆ DaaS capabilities
- ◆ Managing Cloud-based Enterprise systems
- ◆ Integrated Business Planning (IBP)
- ◆ AI-driven CRM
- ◆ Blockchain: Introduction; Application in Supply Chains
- ◆ Contracts
- ◆ and Finance
- ◆ Case study on Smart Contracts
- ◆ IoT
- ◆ IIoT and Predictive Maintenance
- ◆ AR/VR and immersive experience
- ◆ Robotic Process Automation and Process Mining
- ◆ Cybersecurity: Understanding threats to Digital technology and safeguards required
- ◆ Cybersecurity: Leveraging Digital to manage Cyber risks



Curriculum Overview (continued)

Module IV: Digitisation of End-to-end value chain (7 subjects)

- ◆ AI-enabled R&D and Product Development
 - ◆ Digital Procurement in Global Supply Chains
 - ◆ Smart Manufacturing: Industry 5.0
 - ◆ Next-Gen Planning & Logistics: SC Control Towers
 - ◆ Enterprise Marketing Automation
 - ◆ Talent Management in Digital Era
 - ◆ Tech-driven Finance
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Module V: Digital Strategy & Leadership (6 subjects)

- ◆ Building a Digital-First Culture
- ◆ Change Management for Digital Transformation
- ◆ Future of Work: Human-AI Collaboration
- ◆ Ethics
- ◆ Bias
- ◆ and Governance in AI

Fee Structure

Fee heads	Amount
Program Fee	₹ 170,000
Application Fee	₹ 2,000
Total	₹ 172,000