

# ADD-ON COURSE IN **DIGITAL TRANSFORMATION AND BUSINESS ANALYTICS**

**12TH AUGUST'24 - 25TH SEPTEMBER'24**

AN INITIATIVE BY THE DEPARTMENT OF ECONOMICS, SVC IN  
COLLABORATION WITH GRMI.

## PROGRAMME CRITERIA



**30 Hours  
Programme**



**Total fees  
INR 2500**



**Open to Undergraduate  
and Master's students, as  
well as Faculty**

## SCAN TO REGISTER



## LEARN FROM THE EXPERTS



**Mr. Vikram Mehta**  
Former CTO, Make My  
Trip



**Mr. Chetan Mathur**  
Former Senior Director,  
PepsiCo  
Board Member, GRMI



**Mr. Jitendra Khatri**  
Senior Vice President-  
Internal Audit, Delhivery



**Mr. Subhashis Nath**  
Dean and CEO, GRMI



**Mr. Jayant Palan**  
Director, GRMI



**Mr. Abhinav Sinha**  
Senior Manager,  
Genpact OneData

# ***WHAT WILL YOU BE LEARNING IN OUR ADD-ON COURSE?***

<b>Module</b>	<b>Topic</b>	<b>Subtopics</b>
<b>Module 1</b>	<b>Introduction to Digital Transformation</b>	<b>Digital Disruption, Impact on Businesses Trends, Patterns, Risk Management, Fraud, Internal Controls</b>
<b>Module 2</b>	<b>Foundations of Business Analytics</b>	<b>Data Analytics: A Key Enabler for Decision Making Challenges in Leveraging Data Analysis, Concept of a Data-Driven Organization, Data Analytics Maturity Curve</b>
<b>Module 3</b>	<b>Data Analysis and Visualization</b>	<b>Tools &amp; Techniques for Analytics Power BI</b>
<b>Module 4</b>	<b>Digital Transformation Strategy</b>	<b>Success Mantras for Winning the Digital Disruption Game, Reasons for Failure in Digital Transformation, Asking the Right Questions to Gauge Readiness</b>
<b>Module 5</b>	<b>Ethical and Legal Considerations</b>	<b>Adherence to Data Privacy, Managing Customer Trust &amp; Reputation, Safeguarding Data from Breaches &amp; Unauthorized Access, Transparency &amp; Accountability</b>



**PATRON PRINCIPAL** **TEACHER IN-CHARGE**  
**PROF. VAJALA RAVI** **DR. S.KRISHNAKUMAR**

**COURSE COORDINATOR ( SVC )**  
**DR. SHEEBANI GOSWAMI**

**COURSE COORDINATOR ( GRMI )** **STUDENT COORDINATOR**  
**DR.SHALINI KUMAR** **SRIRAM SENTHILKUMAR**

