

IIM Calcutta launches new programme to cultivate digital mindset in IT professionals

The programme will help mid-level IT professionals to undergo cognitive reskilling

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The NASSCOM-McKinsey Perspective 2025 highlights that top executives at tech companies believe that 50-70% of the current staff would need reskilling by 2020. Competing on Digital Mindsets (CDM) programme launched by the Indian Institute of Management (IIM), Calcutta, aims to equip participants with the ability to think about technology and business differently – such that they can re-wire client organisations, enabling them to become agile in technology and business.

The programme has been designed with the belief that the most robust talent in the IT sector shall compete not merely on the basis of digital technologies, digital capabilities, or digital experience but, more importantly, on the basis of a carefully cultivated digital mindset.

“From the perspective of the IT industry, the digital transformation demands significantly different cognitive skills. The one-year programme aims to train participants with the cognitive skills required to re-architect core sector firms, which is also a reason why we tag it as a ‘transforming the transformer’ programme,” says Priya Seetharaman, associate professor, Management Information Systems, IIM Calcutta.

COURSE COMPONENTS

The coursework is divided into four main modules – sense, think, craft, and act digital. Each of these modules have several courses, which are aimed at helping the participant appreciate the ontology of the digital shift; understand and learn cognitive tools that can help them meander through the digital world; build and garner competencies and skills for functioning in the digital landscape; and organising, operating and executing for digital businesses.

“The CDM programme will have courses on strategic thinking for digital mediums, valuation of digital products, design thinking, relationship marketing, leadership in the digital age and technology-related change management. It will help the professionals to transit into business-oriented technology roles such as engagement managers and relationship managers, where their roles will involve designing and crafting digital solutions while interacting with many ‘technology buyers’ within their client organisations, bridging the businesstechnology gap,” adds Seetharaman.

The programme commencing in July 2019 consists of a three-hour session per week for a period of 11 months. The sessions will be delivered through Direct to Desktop mode. The participants will be engaged in the curriculum through lectures, case studies, experiential learning, an integrative capstone project along with guest lectures from practitioners. The eligibility for enrolling in the programme is work experience of at least 7 years after graduation.



Professionals having at least 7 years of experience after graduation are eligible to apply for the one-year CDM programme starting in July this year