



भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

#TheEnlighteningIIM 

MBA-DIGITAL BUSINESS MANAGEMENT

2 YEARS FULL-TIME RESIDENTIAL PROGRAM



It gives me immense pleasure to share that IIM Bodh Gaya is launching a 2-year full-time MBA (Digital Business Management) starting from the academic year 2023-24. In line with our vision to create a distinctive niche in the digital space, this specialized MBA program will create much-needed professionals for the new-age businesses. *Digitalization* is the buzz word in the business world that is transforming business to generate higher revenue and create value-added services. McKinsey & Co. and Deloitte surveys have discovered that organizations that have embraced digital transformation are 26% more profitable than their peers and have experienced an average increase in productivity by 14%. By effectively implementing digital business management strategies, businesses can increase their online presence, reach a wider audience, and ultimately drive sales and growth. Digital technologies have transformed nearly every aspect of businesses. Many organizations struggle to keep up with the pace of change and ensure they have the necessary skills and expertise to compete in the digital economy. There is likely to be a significant skill gap in the market as the demand for digital skills continue to grow and evolve rapidly.

Keeping in mind the ever-changing scenario in the digital space, IIM Bodh Gaya has curated a specialized MBA in Digital Business Management. To meet the requirements for Industry 4.0, the Digital Business Management program has been uniquely conceptualized and designed with four major tracks - Fintech, Analytics, Digital Marketing, and Strategy and Consulting for Digital Business apart from the general core management courses in the first year. To make this program highly industry relevant, we have established an *Industry Advisory Board* which has representation by senior leaders from different verticals of the industry who will co-create with us to design and deliver the program and to make it one of the best digital management programs in the country.

I am sure that the MBA (Digital Business Management) program will provide you with an enriching learning experience that will boost your career.

We look forward to welcoming you to the IIM Bodh Gaya campus.

MESSAGE FROM THE DIRECTOR

DR. VINITA S. SAHAY

Director,
Indian Institute of Management
Bodh Gaya



PROGRAM HIGHLIGHTS



INDUSTRY
CURATED
CURRICULUM



FOUR MONTHS
INTERNSHIP/
CORPORATE
IMMERSION



SPECIALIZATION IN
ANALYTICS, FINTECH,
DIGITAL MARKETING,
CONSULTING



21 DAYS
INTERNATIONAL
IMMERSION
PROGRAM

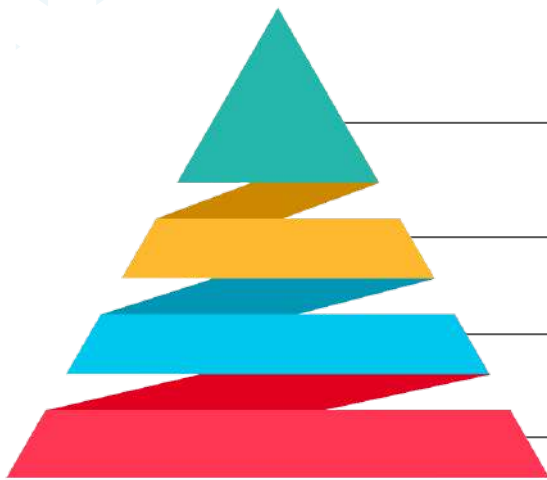


INDUSTRY
ADVISORY
NETWORK



STATE-OF-THE-ART
ELECTIVES DELIVERED
BY INDUSTRY EXPERTS

WHY YOU SHOULD ENROLL FOR THIS PROGRAM



04

Evolve as a new-age business professional in industry-oriented domain and specific tracks

03

Market requires a combination of technical skills along with business acumen

02

Global digital transformation spending is forecasted to reach 3.4 trillion U.S. dollars

01

Rising adoption of big data and advanced digital technologies

NEED FOR DIGITALIZATION OF BUSINESSES



Emerging economies in the Asia-Pacific region are anticipated to offer various opportunities at all vertices.

ASIA
PACIFIC



594.5

USD BILLION
2022



CAGR of
21.1%

The global market for digital transformation is expected to reach USD 1,548.9 billion by 2027, expanding at a CAGR of 21.1% over the forecast period.



The expansion of the digital transformation market may be linked to the demand for tools that combine heterogeneous data sources and the advent of cloud computing, which has created a need for efficient digital transformation technologies and services.



Digital transformation solutions and services are growing as a result of the spread of technology in enterprises.

1,548.9

USD BILLION
2027



In the next five years, acquisitions and mergers will provide attractive prospects for market participants.



Increased information toward self-service digital transformation technologies is expected to create uncharted opportunities in the coming year.

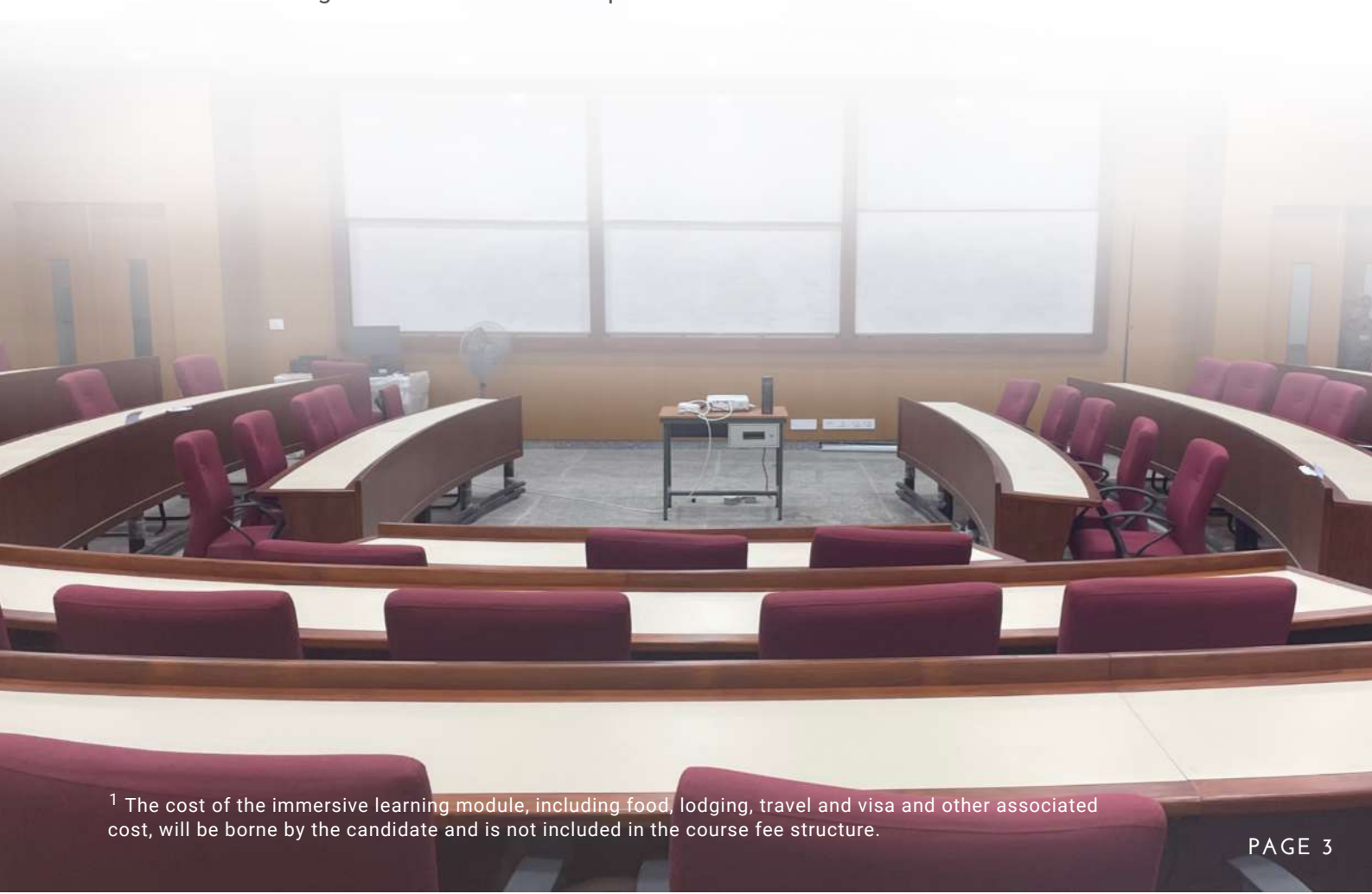
PROGRAM OVERVIEW

The MBA (Digital Business Management) program is of 2 years duration which spreads across 6 trimesters. The modalities of program delivery are given below.

TERM	CREDITS (Min-Max)	MODALITY
Term-I	18	Study core courses @ IIMBG
Term-II	18	Study core courses @ IIMBG
Term-III	18	Study core courses @ IIMBG
Industry Immersion Project	6	4 months corporate immersion
Term-IV	18-21	Specialization tracks @ IIMBG
Term-V	18-21	Specialization tracks @ IIMBG
Term-VI	12-15	Specialization tracks @ IIMBG

Each participant has to complete a total of minimum 108 credits (1080 contact hours) to be eligible for getting the degree. Out the 108 credits, core courses constitute 54 credits in the year-1, specialization tracks constitute 48 credits and practice/industry immersion track constitutes 6 credits. The details of the core and specialization tracks are given in the next section.

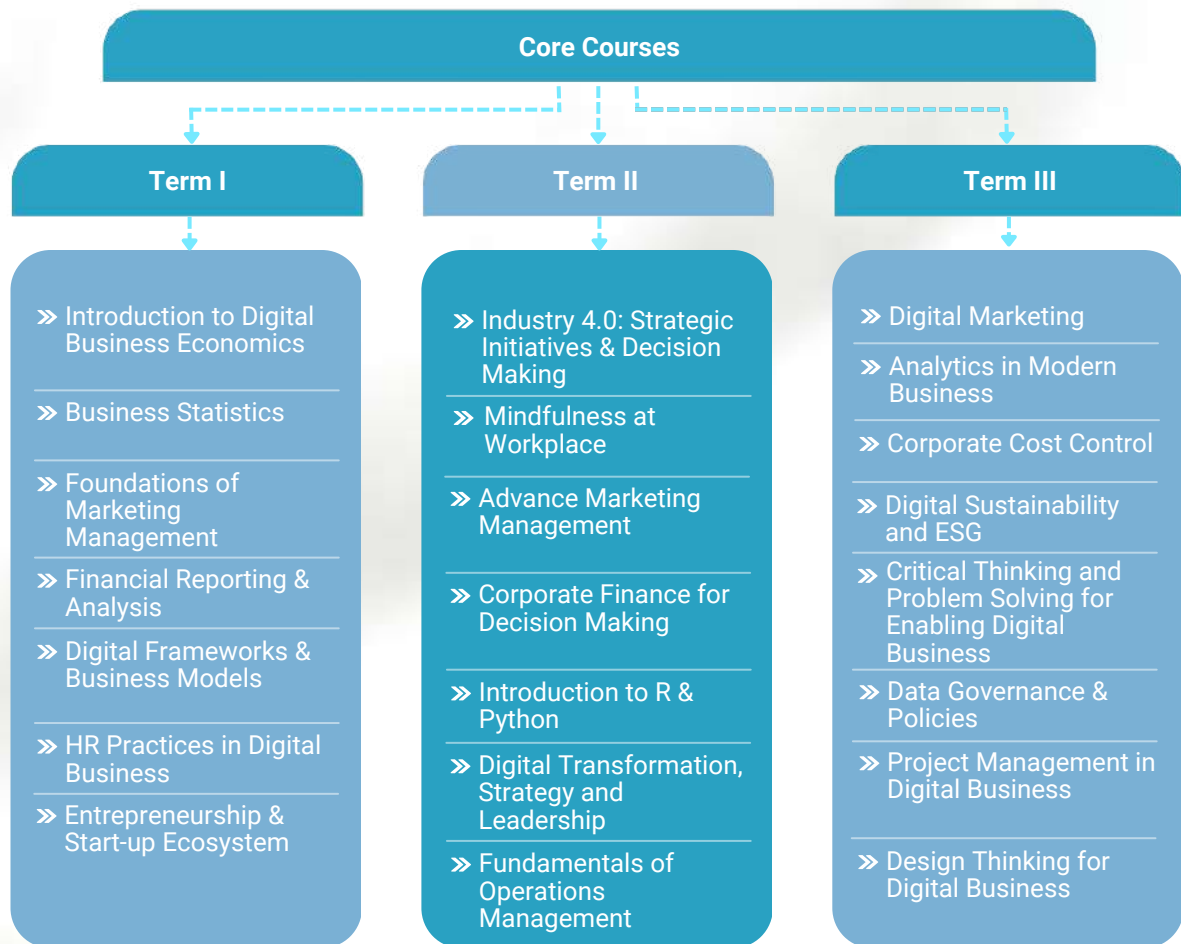
An optional 21-Days immersive learning module¹ at a foreign institute has been designed to help students gain global exposure in digital business and develop cross-cultural competency to thrive in new age business. It will comprise of 3 credits.



¹ The cost of the immersive learning module, including food, lodging, travel and visa and other associated cost, will be borne by the candidate and is not included in the course fee structure.

COURSE STRUCTURE

Year I



Year II



ADMISSION & FEES

ADMISSION PROCESS

01

CAT Examination

02

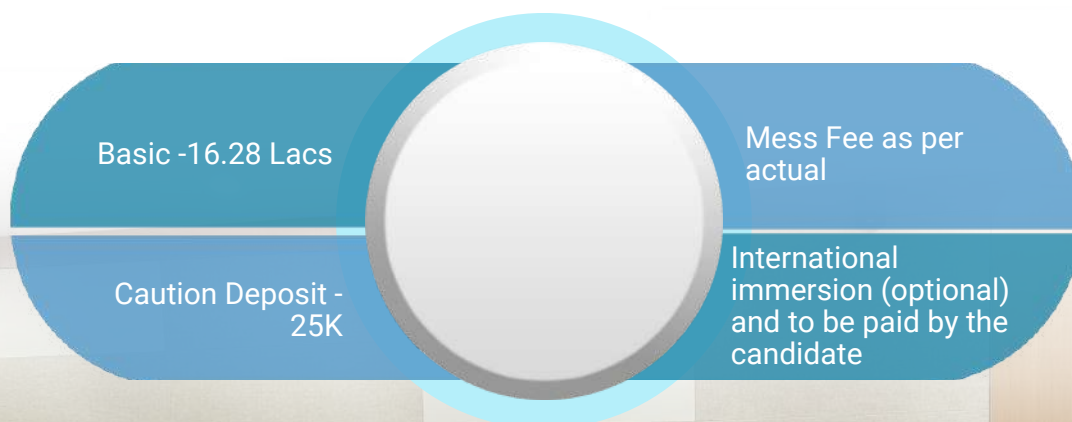
Shortlisting candidates for the Personal Interview (PI) process.

03

Preparing the Final Merit List based on performance in CAT 2022, PI score and Profile. *



PROPOSED FEE STRUCTURE



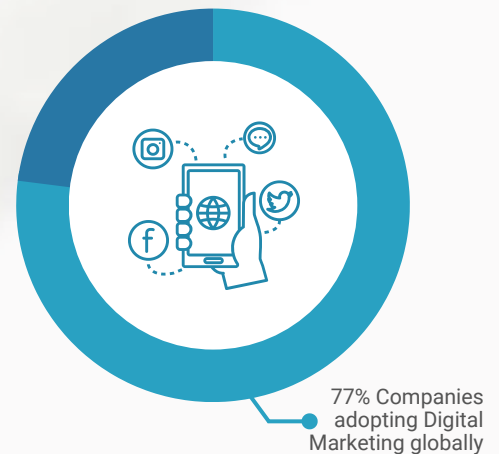
* Total seats - 90 inclusive of seats reserved for female candidates.

* Reservation policy as per GOI will be applicable.

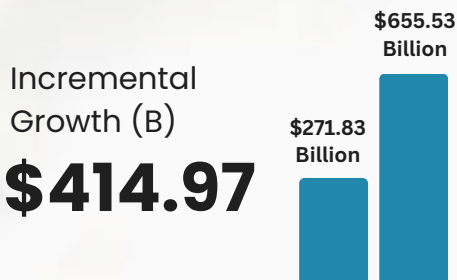
SPECIALIZATION INTRODUCTION

DIGITAL MARKETING & BUSINESS DEVELOPMENT

The rise of online dominance of brands and advertisements has paved the way for promising career growth in digital marketing. Nearly 77% of companies globally have adopted digital marketing. The mindset of a marketer will be better equipped to understand consumer behavior, digital product management, business development, and make data-driven marketing decisions. The student will learn social media marketing, digital retail strategy, B2B marketing, and strategic marketing. The course helps in the apprehension of creating and managing brands, developing content marketing techniques and beyond. The industry-consulted course structure will prepare the individual to transform the marketing efforts of any tech-savvy organization.



DATA ANALYTICS & DECISION SCIENCES



The program is suited for learners eager to gain the best-class understanding of the niche analytics domain. The specialization will help develop the student and executives for techno-managerial roles who are willing to transform the supply chain, digital business, cybersecurity practices, robotics process automation, etc., by storytelling through data and utilizing supply chain analytics, people analytics, Business intelligence, IoT, AI, and cloud computing. The Data Analytics & Decision sciences will help in learning from creating AI systems to protecting the data, from Big Data to IoT, and from value creation for business to Data modelling.

FINTECH

India's fintech market is estimated to be \$150 billion by 2025. Even on a global scale, these investment numbers are expected to grow, proving that FinTech is for the long haul. The fintech industry has seen tremendous growth in India over the last decade since it caught pace after expanding internet services and government initiatives. With a fintech adoption rate of 87% against the global average of 64%, India is one of the fastest-growing fintech markets in the world. The DBM program with Fintech specialization will superbly help individuals to grow fast in the fastly growing industry. The highly demanded skills in financial analysis, Financial engineering, digital payment technologies, InsurTech, Investment, and portfolio management will be the highlights to enable the individual to expand the horizon of thoughts while making financial decisions at the highest level in the organization.

Expected Global Fintech Market
\$150 Billion



STRATEGY & CONSULTING

Consulting services in India have a consistently growing demand among domestic and foreign firms, and global strategy consulting is expected to grow to \$91 billion by 2025. With the need to adapt to the expansion of technology, more and more companies look for continuous development in strategies to shape their digital transformation. The Digital Business Management (DBM) program will provide individuals to develop the mindset and required knowledge to develop strategies for consulting roles. The strategy and consulting offer a gamut of excellent growth opportunities in IT consulting, business digitalization and IT strategic planning. The course curriculum helps students understand scaling strategies, venture growth, digital business consulting and strategy analytics.

CONTACT US

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ADMISSION RELATED QUERIES

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PROGRAM RELATED QUERIES

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8278853754
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