



भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

#TheEnlighteningIIM 

MBA-DIGITAL BUSINESS MANAGEMENT

2 YEARS FULL-TIME RESIDENTIAL PROGRAM



MESSAGE FROM THE DIRECTOR

DR. VINITA S. SAHAY

Director,
Indian Institute of Management
Bodh Gaya

It gives me immense pleasure to share that IIM Bodh Gaya is welcoming the 2nd batch of MBA (Digital Business Management) for the academic year 2024-25. 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.

Considering the ever-changing scenario in the digital space and 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 an established *Industry Advisory Board* which has representation by senior leaders from different verticals of the industry who are co-creating 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.



PROGRAM HIGHLIGHTS



INDUSTRY
CURATED
CURRICULUM



FOUR MONTHS
INTERNSHIP/
CORPORATE
IMMERSION



SPECIALIZATION IN
ANALYTICS, FINTECH,
DIGITAL MARKETING,
CONSULTING



21 DAYS
INTERNATIONAL
IMMERSION
PROGRAM

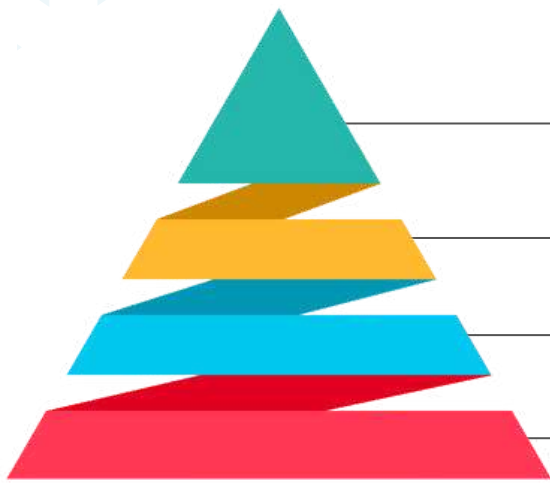


INDUSTRY
ADVISORY
NETWORK



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



695.5

USD BILLION
2023

3,144.9

USD BILLION
2030

CAGR of
24.1%

The global digital transformation market is expected to be worth USD 3,144.9 billion by 2030, growing at a CAGR of 24.1% during 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.



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.



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

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.

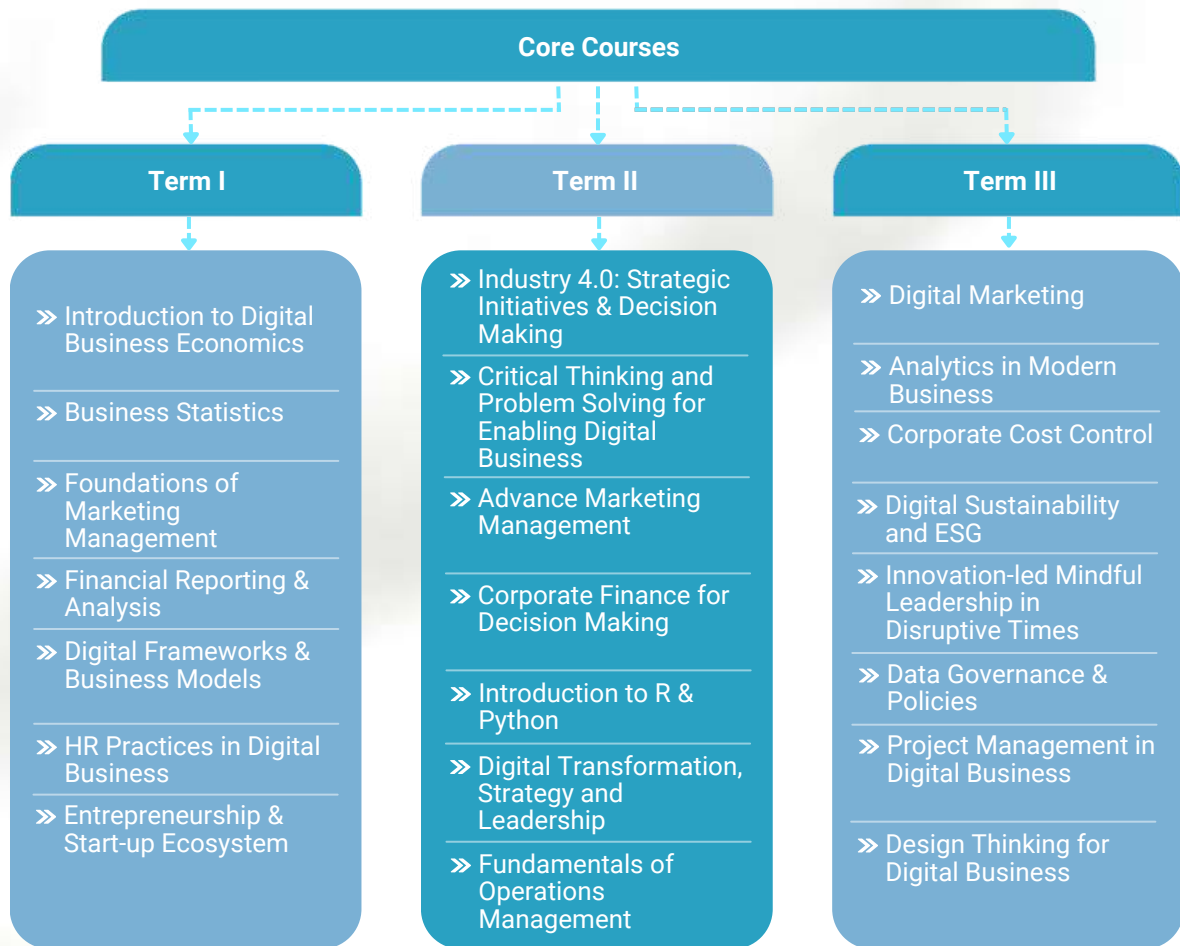
An optional 21-Days immersive learning module¹ at a foreign institute has been designed to help students gain global exposure in digital business and develop cross-cultural competency to thrive in new age business. It will comprise of 3 credits.



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

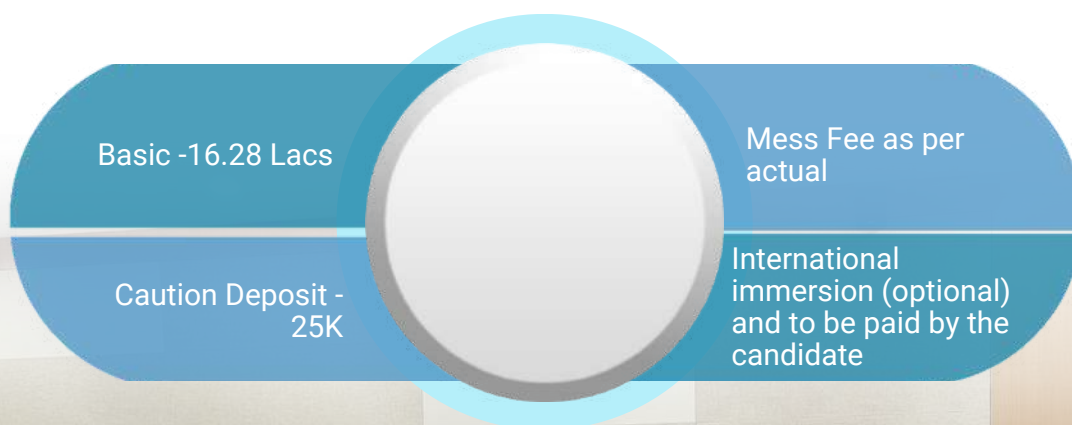
Shortlisting candidates for the Personal Interview (PI) process.

03

Preparing the Final Merit List based on performance in CAT 2023, PI score and Profile. *



PROPOSED FEE STRUCTURE

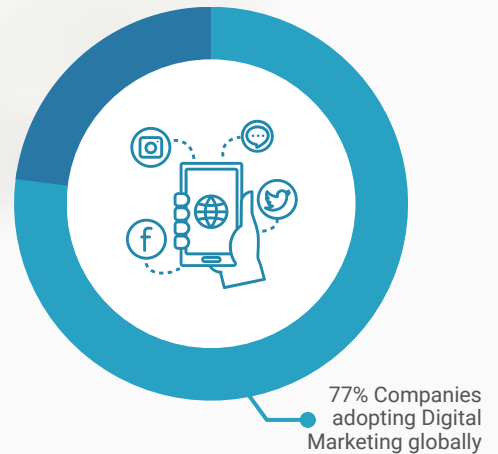


- * Total seats - 90 inclusive of seats reserved for female candidates.
- * Reservation policy as per GOI will be applicable.

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.

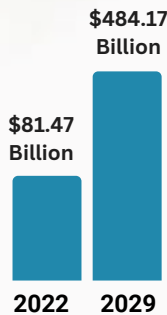


DATA ANALYTICS & DECISION SCIENCES

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.

Incremental Growth (B)

\$402.7



FINTECH

The Indian Fintech industry's Total Addressable Market is estimated to be \$ 1.3 Tn by 2025, and Assets Under Management and revenue to be \$ 1 Tn and \$ 200 Bn by 2030, respectively. By 2030, it is anticipated that the promising Indian FinTech market will generate \$200 billion in revenue and \$1 trillion in AUM, as suggested by a study conducted by EY. The Fintech's Digital Investment market in India is projected to grow by 13.73% (2023-2027), resulting in a market volume of US\$66.46bn in 2027. The DBM program with Fintech specialization will help individuals grow fast in the 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

\$1.3 Tn



Yr 2025

STRATEGY & CONSULTING

Consulting services in India have a consistently growing demand among domestic and foreign firms, and the Global Strategy Consulting market is projected to experience a CAGR (Compound Annual Growth Rate) of 8.9% until 2028. 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 with the mindset and required knowledge to develop strategies for consulting roles. The strategy and consulting offer 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.



ADVISORY BOARD



MR. RAJIV KUMAR

Managing Director of **Microsoft India Development Center (IDC)**, Corporate Vice President of Microsoft's Experiences and Devices (E+D) India Group



MR. RITESH ARORA

Vice President & **Global Pega Practice HeadCoforge**



DR. SANDIPAN SARKAR

Distinguished Engineer Hybrid Cloud Transformation-**IBM Consulting**



MR. SAMEER AHMED

Practice Head-SAP **Infosys**



MR. VENKATA SRIDHAR KALAGA

Head-Strategy & Ops, C & SI India **Tata Consultancy Services**



MR. ASHISH KHUSHU

Chief Technology Officer **L&T Technology Services Ltd**



MR. RAKSHIT DAGA

Chief Product and Technology Officer **Bigbasket**



MR. PRASANTH SHANTHAKUMARAN

Partner **KPMG India**



MR. AVINASH PRASAD

Associate Principal **ZS Associates India Pvt. Ltd.**

CONTACT US

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ADMISSION RELATED QUERIES

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📞 Whatsapp: [0631-2200239](https://wa.me/0631-2200239)

PROGRAM RELATED QUERIES

✉ EMAIL: queries_dbm@iimbg.ac.in

📞 PHONE: 8651647439/ 9643644687/
7830829225

(Time: 5:00pm - 8:00pm)

