



ALLIANCE
UNIVERSITY

Private University established in Karnataka State by Act No. 34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

BENGALURU

Celebrating
25
SILVER JUBILEE
years
of Alliance Education



MBA
DIGITAL TRANSFORMATION



**Alliance MBA - DT
is offered in
collaboration with**

**ABB
ROBOTICS**

SIEMENS

SYSTEMA
Art of Automation

adroitec

Under the aegis of



WHY ALLIANCE UNIVERSITY

Alliance University is South India's first private university jointly recognized by UGC and AICTE, New Delhi. Alliance reimagines the idea of the University by creating a community that leads the charge against the complex challenges of the 21st century. The university conceives research to be the essence of all teaching and learning practices. A unity between research and teaching is promoted to extend the frontiers of knowledge to solve real-world problems at the local, national, and global scale. For this purpose, the university seeks to be the nerve centre of interaction between the industry, the government, the civil society, and the community at large. In times when technological and social change is transforming the very idea of employability, the university embraces the increasing diversity of specializations while retaining the impulse to unify all knowledge.

“There is no alternative to digital transformation. Visionary companies will carve out new strategic options for themselves – those that don't adapt will fail.”

Jeff Bezos
CEO, Amazon

WHAT IS DIGITAL TRANSFORMATION

Digital disruptions have compelled companies across industry sectors to reimagine stakeholder value maximization, reinvent business models, and re-engineer systems and practices. Leaders of contemporary organizations are thus required to drive and accelerate digital transformation. Organizations are transforming their processes through automation, optimization, data driven decisions and technology integrations.

Tech savvy graduates are in huge demand globally, and the MBA in Digital Transformation at Alliance University, curated jointly by key players in the industry who would jointly deliver the program, paving way for renowned

academics and seasoned technology stalwarts to provide in-demand learning through hands-on education to produce graduates who will play the role of digital agents and drive digital excellence initiatives in their organizations, merging both business acumen and technological prowess.

The program invites digital change agents who can aid in organizations managing these complex transitions, enabling them to move towards digital transformational excellence in processes, systems, and practices.



A NEW MBA IN DIGITAL TRANSFORMATION

FOR THE INDUSTRY

At Alliance, we've bridged the gaps and brought down the silos between business management and technology. The MBA in Digital Transformation has been created specifically in the context of accepting, understanding, and adapting the new reality of businesses governed by cutting edge technologies like AI, Big Data, ML, Robotics and many more.

FOR INDIVIDUALS

Ready to become innovative changemakers in the new digital economy.

LOOKING FOR

A ground-breaking program that teaches how to become new-economy professionals who can bridge the gap between technology and business.

TO BECOME

Leaders in technology strategy, digital transformation, and tech-based innovation.

TOOLS AND TECHNOLOGIES YOU WILL GET YOUR HANDS ON

- Cloud Computing Platforms
- Artificial Intelligence
- Machine Learning
- Robotics
- 3D Printing
- Siemens Tecnomatix Plant Simulation
- SAP Digital Manufacturing Cloud
- Augmented Reality / Virtual Reality
- Industrial Internet of Things Technologies

WHAT ARE THE KEY HIGHLIGHTS OF THE PROGRAMME

- Power packed classes delivered by top faculty from Alliance University.
- More than 40% of the curriculum would be delivered by senior executives from industry partners.
- Extensive laboratory sessions to introduce and train students on Internet of Things, Robotics and Augmented Reality / Virtual Reality Equipment with PTC, and Hyrel 3D.
- 55+ case studies with an internship and a capstone project.
- 100% internship and placement assistance with top MNC's, start-ups and collaborating companies.

WHAT ARE THE CAREER PROSPECTS OF MBA IN DIGITAL TRANSFORMATION

The MBA in Digital Transformation will prepare graduates for a variety of leadership roles in various industries. Few potential roles for MBA – DT graduates would be:

- Digital Transformation Consultant
- Digital Marketing Manager
- Business Analyst
- Project Manager
- IT Manager
- Data Analyst / Scientist
- Automation Expert / Consultant

Alliance University works with a strong network of top companies across varied industries to bring in opportunities for students.



and many more...

“Think of digital transformation less as a technology project to be finished than a state of perpetual agility, always ready to evolve for whatever customer wants next, and you’ll be pointed down the right path.”

Amit Zavery
VP and Head, Google Cloud



“We’re only at the very, very beginning of this next generation of computing and I think that every industry leader will be the ones that transform first. I don’t care what industry you’re talking about.”

Kim Stevenson
CIO, Intel

WHAT ARE THE KEY SKILLS THAT MBA – DT GRADUATES WILL GAIN

Digital Leadership

The ability to lead and manage digital transformation initiatives within an organization.

Strategic Thinking

The ability to analyse business problems and develop strategies for addressing them through the use of digital technologies.

Analytical Thinking

The ability to be the effective problem-solvers and decision-makers and understand the impact of different technologies.

Technical Skills

Essential skills in areas such as cloud computing, artificial intelligence, and machine learning.

Innovation

The ability to foster an innovative culture and how to identify and pursue new opportunities for growth and innovation.

Communication

The ability to communicate effectively with stakeholders and how to present ideas and proposals in a clear and compelling manner.

Project Management

The ability to lead teams, set clear objectives, manage budgets, and ensure that projects are delivered on time.

Process Automation

The insight to design and develop workflows with a digital perspective to automate processes and translate them to efficiencies in cost, operations, and manpower.

ALLIANCE UNIVERSITY

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