

Capstone Project for the DTSL EEP Program

Capstone Project (in groups of 5)

- **Part A:**
 - Choose an industry.
 - Present the digital transformation of that industry – which technologies are making what impact
- **Part B:**
 - Choose an organization from the same or different industry, preferably one where you have access to senior-level managers who plan/implement digital strategy
 - Choose only if the organization has taken any digital transformation initiatives lately – it does not matter whether the DT initiative was successful or not. In fact, you will learn more from unsuccessful initiatives than from the successful ones
 - Understand the reason for digital transformation – strategy change, customer expectations, disruption threat etc.
 - What specific technologies are they investing in?
 - Strategy that your chosen firm has adopted along the different dimensions (CCDIV Approach – Customer, Competition, Data, Innovation, and Value Proposition)
 - Organizational aspects of DT: New roles/roles realignment, pilot study (learning from scaling those up), change management planning, expected impact
 - Recommendations – Based on your learnings from the course
 - Work on primary data, i.e., talk to someone working in the firm. You can choose any industry, any firm size – that’s not a constraint.

Timeline:

- Proposal Presentation (Both Part-A and Part-B): October 27th, 2:30 p.m. - 5 p.m.
- Interim Presentation of Part-B – January 5th, 2025
- Submission of Part-A: Jan 15th, 2025
- Final Capstone project presentation (Part-B): 8th Feb, 2025, during campus immersion