



**OHIO HETIC**

# ORIENTING FOR THE DIGITAL WORLD

A Digital Revolution on the Rise

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India is one of the fastest growing digital economies in the world with over 45 million Internet users, growing at a CAGR of over 7%. This is further propelled by rising smartphone penetration, the launch of 4G networks and the increase in consumer wealth. The digital revolution that is underway, also referred to as the “Internet Economy”, will generate the biggest market potential and job opportunities in India.

**The e-commerce industry that showed a stronghold in India is a part of this digital revolution, a market that is expected to grow from US\$ 38.5 billion in 2017 to US\$ 188 billion by 2025, according to Analyst reports.**

By 2020, more than 40% of the Indian urban households will use home automation/energy management solutions, propelling the scope of digital businesses in India. The Digital Economy in India is expected to generate new market growth opportunities, jobs, and become the biggest business in the next 30 to 40 years. India has thus shown promise and proved its leadership in digital technologies over the past decade.



# GROWING NEED FOR DIGITAL BUSINESS PROFESSIONALS

## Digital Progression in India

The next leg of digital progression in India will be driven by high-potential areas such as frugal innovation, open source software, local language computing, and scalable enterprise solutions for "smart" cities or villages. Automation, big data, IoT and artificial intelligence enabled by the application of digital technologies could transform the Indian economy and improve productivity.

**50%**

Additional workforce is required by the IT industry alone. Similarly, other industries are adopting digital strategies to propel and grow in a dynamically changing market place.

### For the next 3-5 years

there will be a scramble for digital professionals due to skill shortage in sectors such as IT, FinTech and e-commerce. Automotive companies too are relying on AI, analytics, business intelligence and Cloud for industrial automation.

Career and business opportunities in the digital space are only going to multiply over the next decade as innovative ways of imbining digital into our lives are emerging every day!



# MESSAGE FROM THE DEAN

## Leading the Change

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A future world is already thrust on us due to the compression of time; a world on the fulcrum of the Digital. This nano-speed of the passage of time requires resources of technology-savvy, digital competence, having youthful wisdom, tempered with a multidisciplinary worldview.

Our global partners, HETIC Paris, has been traversing the Digital Divide for over 20 years, with foresight and resilience. On one hand, India, with its ever-increasing, multi-talented and technologically-skilled youth, has the unique opportunity of solving a plethora of issues of its vast social milieu; on the other, HETIC India is ideally-placed to arm and strengthen the nation's youth to provide solutions to these persistent social and business problems; either as entrepreneurs or skilled resources of organizations, which are actively confronting these problems.

The foundational pillars of our programs are technology, business, design, and humanities; developing rounded graduates who are digitally-skilled, with robust business acumen; having continually interned at digital

organizations, guided by international teachers, submitting projects in all semesters and peer-assessed and mentored through International Student Projects.

Our graduates today, will create the world that we will live in tomorrow.



**Nirmaalya B Biswas**  
Dean – HETIC India

# HETIC, A SCHOOL WITH A DIFFERENCE

Combining Business, Engineering and Design Studies

In 2001, France saw the emergence of the internet. Feeling that this new sector would be the catalyst for major changes in our society, the founding members decided to create HETIC, an innovative school which would meet the needs of this emerging market by continuously being reinvented and improved.

**17 years and 1,200 graduate students later, HETIC is now the benchmark for digital schools in France and Europe. This success has led the school to expand its presence around the world, starting with India.**

With the intent to contribute to and participate in India's digital growth, HETIC in association with iNurture Education Solutions and Jain (Deemed-to-be University), has launched its new-age transformative program, MBA Digital Business, in addition to our flagship BMS Digital Business program in India. Through this, HETIC endeavours to tap into India's digital talent pool.



# STUDENTS AT THE CENTRE

## Of the School and the Teaching System

At the end of every term and every year, we give students from each batch the opportunity to collaborate with the tutors, assess the quality and usefulness of the subjects taught and the school's teaching approach itself, through questionnaires and a meeting with the school's Director. These numerous communication opportunities allow us to be responsive in terms of adapting the program according to students' needs and improving both the program and the services we offer

**As a result, almost 30% of courses are removed from the program every year and replaced with more up-to-date topics.**

The school's careers service supports students in their inquiries and helps build their confidence and professionalism, through meetings with companies, personalised help with finding work placements, training scheme contracts and fulfilling jobs.



# A GENUINE PATHWAY FOR DIGITAL TRANSFORMATION

## Multidisciplinary 3-year Training

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Because the worlds of the internet and multimedia technology are continuously changing and because most of the jobs and technologies that will matter in the future do not yet exist, our goal is to train high-level experts capable of foreseeing these changes and of adapting so that they can react accordingly.

**In order to acquire this rare ability, comprehensive, interwoven skills must be acquired in four separate but closely linked fields – internet technology, digital creation, design, and management.**

With a focus on project-centric learning, each intensive project period ends with students presenting their creations to a panel of professionals. This improves the quality of their oral presentation and helps them to speak in front of an audience with ease.

The curriculum is firmly focused on strengthening students' career prospects and they put their knowledge into practice systematically through intensive workshops and real-life web projects.



# BMS in DIGITAL BUSINESS

## The Path to Digital Leadership

The BMS in Digital Business program gives students a strong foundation in business knowledge and skills in the first year, before focusing on digital business management in years two and three.

**Each of the three years of the program is designed as a stage and each of them takes students into the heart of the business world from the first year onwards. The technical and theoretical foundations that every future web manager will need are laid immediately.**

The teaching and learning pattern allows students to progress at a pace suited to their individual needs and to work on their own initiative in areas of interest. It aims to,

- Introduce students to the techniques of researching, organizing and presenting their work
- Stimulate logical thinking and critical analysis
- Develop a sense of responsibility for attaining the set objectives.

The content of the course is founded on sound theoretical underpinning and includes

experience-based and hands-on forms of learning such as case studies, project work, and assignments. An expert tutor team offers its support on both individual and a group basis.



# CURRICULUM

Inventively Crafted. Judiciously Designed

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## CORE

- Business Accounting
- Human Capital Management
- Introduction to Programming
- Digital Marketing
- Internet and Developing for the Web
- Digital Expertise
- Intellectual Property Rights (IPR)
- Digital Business Management
- Business Negotiation
- Business Research Methods
- New Trends and Technology
- Advanced Digital Marketing
- UI/UX Design
- Digital Business Planning
- Digital Transformation Management
- Strategic Design

## Discipline Specific Electives

- Advanced Web and Mobile Development
- Advanced Product and Services Marketing / Strategic Marketing
- Emerging Technologies - Artificial Intelligence, Robotics, AR/VR, Internet of Things

## Generic Electives

- Digital Entrepreneurship
- Knowledge Management
- New Media
- Behavior in Society
- E-Commerce
- Project Management

## Skill Enhancement Courses

- Mind Management & Human Values
- Creativity & Innovation Management
- Entrepreneurship
- Web Development
- Mobile Development
- Big Data and Data Visualization
- Managerial Effectiveness



# PROGRAM OUTCOMES

## Developing Leadership and Strategic Thinking

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Upon successful completion of the BMS in Digital Business, graduates should be able to:

- Develop policies and practices that are aligned with organizational goals and objectives in both traditional and digital business settings.
- Critically evaluate a business situation to identify opportunities and constraints to make it a digital business.
- Demonstrate an understanding of the skills needed to manage digital business functions by applying the knowledge gained within many management functions.
- Develop, implement and monitor initiatives aimed towards improving the quality, effectiveness and efficiency of people, processes, functions or business units within the framework of a Digital business.
- Demonstrate essential employability skills including teamwork, creative thinking, communication and reasoning skills, and an ability to apply these skills in domestic as well as global contexts.



# A GENUINE PATHWAY FOR DIGITAL TRANSFORMATION

Multidisciplinary 2 year intensive MBA

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Because the worlds of the internet and multimedia technology are continuously changing and because most of the jobs and technologies that will matter in the future do not yet exist, our goal is to train high-level professionals capable of foreseeing these changes and of adapting so that they can respond accordingly.

**In order to acquire this rare ability, comprehensive, and interwoven skills must be acquired in four separate but closely linked fields – internet technology, digital creation, design, and management.**

With a focus on project-centric learning, each intensive project period ends with students presenting their creations to a panel of professionals. This improves the quality of their oral presentation and helps them to speak in front of an audience with ease.

The curriculum is firmly focused on strengthening students' career prospects and they put their knowledge into practice systematically through intensive workshops and real-life web projects.



# MBA DIGITAL BUSINESS

## The Path to Digital Leadership

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The MBA Digital Business program will help students emerge into well-rounded professionals ready to take up challenges of the industry in diverse areas from retail to manufacturing to the service sector. The combination of subjects is designed to instill a multidisciplinary approach and thus train students to take up the mantle in global businesses. The program will equip the students to develop into top-notch professionals or entrepreneurs in their chosen area.

There will be active support from HETIC School of Digital Leadership, our parent school, a reputed Technology and Digital Business institute located in Paris. This will include pedagogic assistance throughout the program.

### Need and Scope of the Program

The specific need of the Master of Business Administration in Digital Business program (MBA-DB) is to fulfil the gap in the market for graduate professionals, who are employment-ready in India as well as globally. The scope of this program encompasses all Technical,

The program intent is to prepare students to undertake work opportunities in organizations and governmental bodies undertaking digital transformation by leveraging the power of emerging digital technologies (including setting up their own enterprise) to design, develop, and deliver products and services – faster, cheaper, and better.

A student graduating from the program and having undergone relevant internship with a company is not expected to be an expert in the depth of each technology, but should have developed the necessary acumen to know how applying different technologies could challenge the existing business model of the company. This is done by altering the sources of revenue and shifting the sources of profits. The need is for a mindset shift from understanding how digital technologies support the current business to examining how they could also shape the future strategy and business model.



# CURRICULUM FLAVOUR

Inventively Crafted. Judiciously Designed

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## CORE

- Managerial Economics
- Marketing Management
- Financial Reporting, Statements and Analysis
- Human Resources Management
- Project Management
- Indian Ethos and Business Ethics
- Corporate Strategy

## Required Electives

- Business Transformation through Technology
- Business Intelligence and Analytics
- Design Thinking
- Enterprise Resource Management
- Leading Disruptive Change in Digital Economy
- Emerging Technologies

## Discipline Specific Electives

- Leveraging Digital Platforms
- Database Management System
- Consumer Behavior Analytics
- Human Computer Interaction
- Data Mining Techniques
- Machine Learning & Artificial Intelligence for Technology Leaders
- Cloud Computing
- Augmented Reality & Virtual Reality
- Cybersecurity



# PROGRAM OUTCOMES

## Developing Leadership and Strategic Thinking

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Upon successful completion of the MBA Digital Business programme, graduates should be able to:

- Develop an in-depth understanding of the dynamics of the global Digital Business ecosystem
- Demonstrate analytical skills, with respect to the dynamics of digital business with emphasis on Technology Management, Automation & IoT, Digital Marketing as well as Big Data, and Artificial Intelligence.
- Apply business and technical knowledge to achieve and maintain market leadership positions in the Digital Business space.
- Exhibit assessment and design skills for research, promotion, and communication strategies within the Digital Business ecosystem.



# PROGRAM OVERVIEW

Operational and Cultural Perspective of Business



Dual pedagogy of 'Learning by Designing' and 'Inclusive Teaching' with academic rigour is aimed at producing world-class Digital Design professionals for the global market



Programs endorsed by industry leaders and stalwarts



Industry aligned and focused curriculum; 30% of the curriculum revamped every year



The uniquely blended curriculum combines areas of technology, digital communication, design, marketing, communication, and innovation



Substantive practicals-led training with hands-on sessions



Intensive weeks per semester, where students form teams and work on live industry projects



# PROGRAM OBJECTIVES

## Broadening Students' Expertise in Business

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1

To teach the students how to apply the knowledge of management theories and practices to solve business opportunities and challenges in a modern scenario.

2

To build the ability to develop value-based leadership.

3

Facilitating basic proficiency in the key roles in this sector and the methods and processes through which they are delivered.

4

To help build the ability to understand, analyse, and resolve economic, legal, and ethical aspects of digital business.

5

To enable the ability to lead self and others in the achievement of organizational goals along with personal objectives.

6

To teach how to contribute effectively to a healthy and successful team.



# ADDITIONAL INCENTIVES

Stepping Ahead of the Rest

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## Live Industry Projects

Replicating the model of Synergetic, live projects will be sourced from the industry and students will work on these projects under the guidance of the faculty.

## Industry Competitions and Visits

Students will participate in industry competitions conducted from time to time. The objective of this exercise is to gauge the performance of students relative to the industry and current trends. Individual and program-level corrective actions will be devised based on these outcomes.

## Continuous Internships

Apart from summer internships, students will be a part of virtual/remote internships at various organizations during the academic year. These internships will be led by the respective organizations offering the internships.



# ADMISSIONS PROCESS

## Three-Step Initiation into HETIC

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HETIC has a three-step admissions process. We take into consideration the candidate's complete profile: human qualities, personality, enthusiasm, and passion for the digital world are just as important as academic results. Each class is therefore unique thanks to the rich diversity of carefully chosen students coming from a variety of backgrounds and horizons.



### APPLICATION:

The first step of the admissions process consists of completing the application form.



### TESTS:

Tests generally take place in the morning following a warm welcome. Candidates must take four written tests: General knowledge, Web and IT culture.



### INTERVIEW:

Candidates have the opportunity to express their motivation and potential during an open discussion which lasts approximately forty-five minutes.

Once the form is completed, students will be contacted by our career experts. They will have a talk with them about their actual studies and situation. At the end of the quick talk, they will propose a date to meet and complete the three-step admission process.

# EMPLOYMENT OPPORTUNITIES

## Beginning Careers That Last

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HETIC liaises closely with its business partners, who participate in designing the courses and building students' professionalism. HETIC develops special relationships with its partners, which spark numerous events throughout the year.

**For students, these are all opportunities to forge ties that will help their future careers, while the companies save a considerable amount of time on the recruitment of their future employees.**

Digital Business opportunities are exponentially increasing in India with top names in Retail, Banking, IT, Telecom, etc. looking for professionals with digital capabilities in technology, design, marketing, business management, customer acquisition, operations, etc. There are also huge opportunities for entrepreneurs in India coming out with digital products and services.

A partial list of companies where students can expect employment:



 Microsoft



Infosys®



IBM

amazon

 airbnb

 PayPal

Uber

# LIFE AFTER HETIC

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Due to a growing network and their know-how, more than 1000 graduate students are now in more than 20 countries around the world. This number increases every year and therefore augment the school's reputation internationally.

The annual monitoring of graduates professional situations allows us today to note that the average salary of a graduate student from HETIC evolved by 10% per year. The job roles also tend to move towards management positions over the years.

98% of students sign a contract before the end of HETIC program. The remaining 2% are those searching for very specific jobs or are currently creating their own companies. It also happens that some students decide to take a break and travel the world before getting a job.



# OUR PARTNERS IN THIS JOURNEY

## Global and Indian Connections

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HETIC is the collective enterprise of three highly regarded higher education establishments – Galileo Global Education, Paris, iNurture Education Solutions, India and Jain (Deemed-to-be University), Bangalore.

### **Galileo Global Education**

is a global leader in education with partnerships with 37 reputed schools in 10 countries across the world with the aim of “Transforming your enthusiasm into professional success.” With bases in France, Italy, UK, Germany, Mexico, China, India, and Senegal. Galileo truly deserves the tag of a global education leader.



### **iNurture Education Solutions**

is a pioneer in enabling career-ready formal higher education in India. It powers new-age UG and PG programs through its unique University-Industry Partnership (UIP) model. iNurture strives to strengthen the “employability quotient” across the complete spectrum of adult learning – from college to corporate. With a pan-India presence and association with leading institutions across the globe, iNurture focuses on fast-growing domains.



### **Jain (Deemed-to-be University)**

is a cerebral destination that draws inspired students from more than 35 countries to one of the world's greatest cities - Bangalore. The university's education empowers individuals to challenge conventional thinking in pursuit of original ideas. A place for highly ambitious students and professionals who want to excel in career and become hard core experts in their area of interest. It is now ranked consistently among top universities in India by India Today Nielson Best Universities Survey.





Campus Address

**MBA DIGITAL BUSINESS**

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Campus Address

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