

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, LUCKNOW



MBA (Digital Business) 2 YEAR TECH-ENABLED PROGRAMME

 [Contact Us](#)

Indian Institute of Information Technology, Lucknow
Chak Ganjaria, C.G. City, Uttar Pradesh, India
Pin Code: 226002

"LEAD THE FUTURE"



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DIRECTOR'S MESSAGE

Welcome to the Indian Institute of Information Technology, Lucknow, an institute of national importance. IIITs have a tradition of producing best-in-class human resources in IT and connecting multi-dimensional aspects of IT and Management. At IIITL, we believe learning is a continuous process. It is not limited to an age or an era. I congratulate the curious minds who decided to break the barriers and chose to learn.



INDIAN INSTITUTE OF INFORMATION TECHNOLOGY - LUCKNOW



भारतीय सूचना प्रौद्योगिकी संस्थान



ABOUT IIIT LUCKNOW

Indian Institute of Information Technology, Lucknow (IIIT Lucknow) is one of the 20 IIITs being set up by the Central Government in the Public-Private Partnership (PPP) model.

IIIT Lucknow currently offers all the amenities, academic and non-academic to its students that can help them flourish and serve the nation with all their apprehension in the various fields of technology and management. The Institute is being set up with the financial contributions of MHRD, Govt. of India, Govt. of Uttar Pradesh, and U. P. Electronics Corporation Ltd. as industry partners.

DEPARTMENT OF MANAGEMENT & HUMANITIES

OVERVIEW:

The Department of Management & Humanities at the Indian Institute of Information Technology, Lucknow was established in July 2020. The two programs which the department offers are: MBA in Digital Business and Ph.D. The course structure of both the courses are according to the New Education Policy and conform to the latest technology practised in the various business organisations.

THE VISION OF THE DEPARTMENT:

The department thrives on the belief that learning never stops and endeavours to encourage an entrepreneurial culture and develop better managerial and communication skills of the students to make them relevant in contributing to various business organisations and society, thus enabling them to **"Lead the Future"**.





PROGRAMME DETAILS

KEY FEATURES

- Renowned national and international faculty
- Tech-enabled program
- Simulations based pedagogy
- Award of PG Diploma in Business Management after completion of 1 year of MBA Programme (following NEP recommendations)
- Flexibility to complete the second year in the next 5 years. (following NEP recommendations)
- Opportunity to convert your passion into a profession

MBA (DIGITAL BUSINESS)

ABOUT THE PROGRAMME

Two courses that are offered under the Department Of Management & Humanities are:

1)MBA(Digital Business): The objective of this program is to produce future leaders who can start their own online business venture or can take up various roles related to digital business in corporate sectors.

This two-year full-time work-integrated degree program is suited for entrepreneurs, freshers, experienced as well as working professionals. The course structure is well designed including modern concepts of Artificial Intelligence(AI), Cloud Computing, Blockchain, and Fintech. According to the NEP recommendations, the course will offer flexibility to take an exit after a year(will be awarded PG Diploma certificate on completion of the first year) or to complete it even after a break in the next 5 years. The Capstone project included in the curriculum will give a simulation-based real-time experience of industry practices.

2)Ph.D: The Department offers Ph.D in various domains of Management and Humanities, like Economics, Financial Management, Marketing, Human Resource Management, Organizational Behaviour, Business Communication, Operations & Analytics, Entrepreneurship and etc.



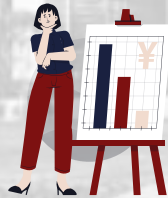
CURRICULUM



- Professional Communication
- People Management
- Business Environment
- Business Decision Making
- Project Management
- Managerial Finance



- Digital Transformations
- Marketing Management
- Innovations and Design Thinking
- Techno-entrepreneurship
- Digital Business Strategy
- Business Analytics



C A P S T O N E

P R O J E C T

- Digital Disruptions in Banks and Financial Institutions
- Fintech (Financial Issues and Associated Risks)
- Digital Payments
- Blockchain Technology (Crypto Assets and Tokens)
- Advanced Business Analytics
- Econometrics



- E-Business Strategy
- Digital and Social Media Marketing
- Data Mining and Web Scraping
- Business Intelligence and Website Analytics
- Artificial Intelligence and Machine Learning Using R
- Big Data and Cloud Computing



TESTIMONIALS ”



"Good interactive faculties and perfectly suitable class timing and effective learning model for working professionals" - **Orunayan Bhattacharya, Cognizant**



"While working from home is becoming the NEW NORMAL, Online MBA is also becoming the New Normal. The course is been a boon for me as I get to have the best of both worlds"- **Alpana Bhanot, Accenture**



"Really happy with many aspects like quality of teaching and faculties, curriculum, clubs and the holistic approach the course offers to its students"-**Swathi RS, TCS**



"IIITL has given me a huge platform to showcase my talent, enhance my strengths and overcome my weaknesses. The faculty at IIITL is one of the best as they are very helpful and are always present whenever the students need it. This college is full of enthusiastic people who always motivate students to study hard and follow their dreams" - **Sonu Kumar, TCS**



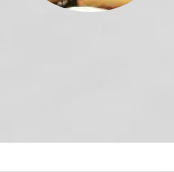
"The course helps professionals to keep abreast with the latest skills and technologies in digital marketing and artificial intelligence domain. It distinctively gives an edge to professionals to have a knack in above-mentioned skills thus transforming them to exponents of the domain from novice"- **Abhinav Dwivedi, Infosys**



"This is India's first online MBA in Digital Business and has a course structure well designed which will cater to digital business industry practices relevant today and in times to come. We have renowned faculty members and industry experts who guide us. Working/experienced professionals and freshers can join this course. I recommend this course to all the upcoming MBA aspirants" - **Shubha Shukla, Ex Employee of LIC HOUSING FINANCE LIMITED**



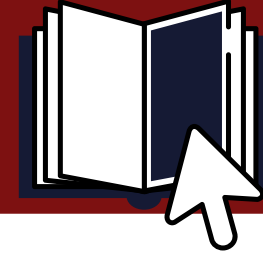
"The course timings are good with an effective online learning model and very interactive faculties"- **Rapti Chakraborty, UNICOM Training and Seminars Ltd.**



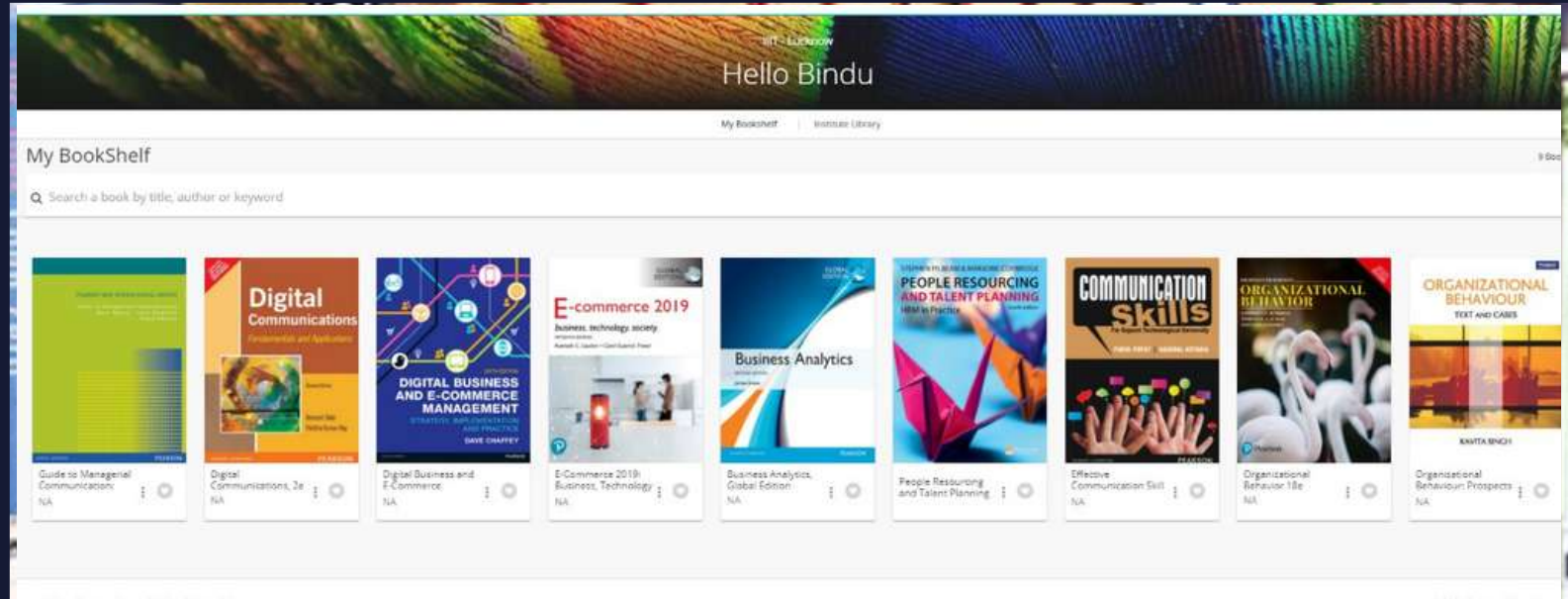
"Real-time exposure and access to a wide array of specialists from the field definitely make the course absolutely worth it. The institute also takes measures to ensure 100 per cent results even though the medium was online" - **C M Aysha Hannah, VICTARA GLOBAL**



LEARNING RESOURCE CENTER



IIITL caters to its students, free access to Pearson e-Library, which serves as a repository for academic content in the form of e-books, all relevant to Digital Business, Computer Science and Information Technology. The books can be accessed after a simple step of self-registration. Currently, access to e-books has been provided and more titles will be activated shortly. Our students find the platform very convenient for it facilitates easy navigation and enhanced searchability among several other features.



The institute also provides access to Urkund, an efficient and reliable plagiarism detection software. IIIT Lucknow, a Learning Resource Centre also subscribed IEEE, EBSCO, National Digital Library of India, Vidwan database, IRINS database and Turnitin. Here, you can access various e-books, e-journals and research contents that cater to the needs of all our stakeholders.. Apart from this , we are delighted to announce that our institute has been registered on the Ringgold platform.

A high-angle, top-down photograph of a diverse group of people, including men and women of various ages, gathered in a circle. They are all looking upwards towards the center, and their hands are raised and stacked on top of each other in a gesture of unity and teamwork. The people are wearing casual clothing like t-shirts, sweaters, and jeans. The background is slightly blurred, showing what appears to be an indoor setting with large windows. A semi-transparent dark red rectangular box is centered over the image, containing the text "CLUBS & COMMITTEES" in a bold, white, sans-serif font.

CLUBS & COMMITTEES



SWAVLAMBAN CLUB

The name of this club Swavalamban is derived from a Scheme by Govt. of India for promoting "Atmanirbhar Bharat". The goal is to foster and enhance the entrepreneurial spirit of students so that they can CREATE successful and sustainable firms with unique ideas and methods. This center provides students with mentorship, infrastructure, a network, and funding to foster their entrepreneurial endeavors and expand the innovation ecosystem.



The cell consists of Six Functioning units, each serving as the pillars in the creation to deliverance process.

CREATE ,INCUBATION CENTER



Incubation Centre, named The Confederation for Research Entrepreneurship and Technology Enablement (C.R.E.A.T.E), promotes and facilitates the spirit of technological growth and

entrepreneurship by providing legal aid, mentoring and guiding aspiring entrepreneurs, organizing conferences, events, programmes, summits, collaborating with government and private organizations, etc.

This name encapsulates the objective for which it is being incorporated in an all-round manner. There are 10 start-up incubated under C.R.E.A.T.E incubation center. The startups like Bookshlf, Filit, Quordnet Academy, Cityz Vibes, Shishu Connect, Bio-waste management, Codemate, PredictRAM, eGyanam Technologies, and Shaavas sustainable solutions are running under one roof and are doing well.

Further, a MoU has signed between IIIT Lucknow and IIT Kanpur to facilitate collaboration and promote start-ups. We also collaborated with industry experts to offer mentorship to our start-ups.

	2018-19	2019
सामाजिक विकास	28 लाख	43 लाख
औसत विकास	11.34 लाख	



CLUBS UNDER THE DEPARTMENT OF MANAGEMENT AND HUMANITIES



HR CLUB

SKET: Support.Kindness.
Encourage. Troubleshoot



THE FINANCE CLUB FINNEKEY



PUBLIC RELATIONS & MEDIA COMMITTEE



THE PUBLIC SPEAKING CLUB SPOKESMASTER



THE MARKETING CLUB DIGIMARK



STRATEGY & OPERATIONS MANAGEMENT CLUB



THE GAMING CLUB



INFORMATION TECHNOLOGY CLUB



GRAPHICS DESIGN & DIGITAL ART CLUB

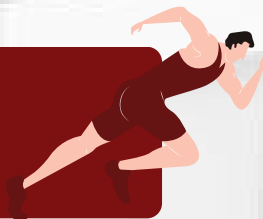


CORPORATE SOCIAL RESPONSIBILITY CLUB

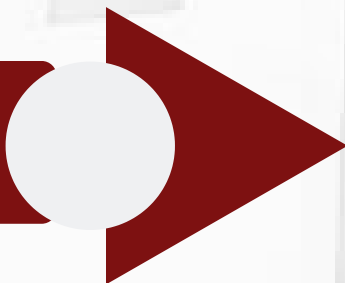


IIIT LUCKNOW CLUBS

SPORTS CLUB, EIFER



CULTURAL CLUBS



**SOCIAL SERVICE SOCIETY,
AASHRAY**



TECHNICAL CLUB, AXIOS



- **Crotonia**, The Literary Society
- **Zephyr**, The Dance Society
- **Utkrisht**, The Fine Arts Society
- **Estrella**, The Music Society
- **Afterdark**, The Photography Society
- **Goonj**, The Drama Society



A professional video camera is mounted on a tripod, positioned in the center of the frame. The camera is black with various controls and a large lens. The background is a soft-focus bokeh of warm, yellow and orange lights, suggesting an indoor event space. A semi-transparent dark red rectangular box is overlaid on the camera, containing the text "OUR EVENTS" in white, bold, sans-serif capital letters.

OUR EVENTS

MUN^x

A flagship ZERO cost MUN training series consisting of 10 introductory sessions.



IIIT Lucknow's annual tech fest is the epitome of celebrating all things tech and beyond.



An academic simulation of the United Nations where students play the role of delegates from different countries and attempt to solve real-world issues with the policies and perspectives of their assigned country.



An Education themed Hackathon focused on building solutions for education-related real-world problems.



Step into the world of limitless possibilities and boundless creativity at ENspire -

The entrepreneurial extravaganza organized by E-Cell IIIT Lucknow!

Faculty & Industry Experts



Dr. Arvind Chaturvedi
M.Sc.(IIT- Kanpur) & PhD
(IIT-Delhi)



Dr. Chhavi Taneja
PhD (FMS, Delhi) MBA
(DU, Delhi)



Dr. N.K Sharma
M.Sc, MA & PhD
(DU, Delhi)



Dr. Nikhil Prabhakar
B.Tech (NIT Allahabad)
PGDM (IIM-Ahmedabad)



Dr. Nilanjan Das
B.Tech (IIT Kharagpur)
PGDM (IIM-Bangalore)



Dr. Pankaj Vajpaee
MBA (FMS, Delhi)



Dr. Deepak Kumar Singh
PhD (IIT Kanpur)



Dr. Sheshadri Chatterjee
PhD (IIT, Delhi)



Dr. Sanjay Verma
BE (Pune University)
PGDM (IIM-Ahmedabad)



Dr. Tripti Singh
FPM & PGPMIR (XLRI
Jamshedpur)



Mr. Vinaya Sathyanarayana
B.Tech (Computer Engineering -NIT
Surathkal), MBA (IIM Bangalore)



Dr Neha Bhardwaj Upadhyay
MBA (IIT Kanpur), MIE (Université Paris-
Est Créteil (UPEC)), PhD (Université Paris-
Est Créteil (UPEC))



Ms. Shuchi Aggarwal
B.Des. (NID Ahmedabad), MBA (University Of
Chicago Booth School Of Business Chicago,
USA)



Dr. Niraj Vishvakarma
PhD (IIT Kanpur)
HOD , Department of
Management and Humanities



Dr. Bindu Singh
PhD (IIT Roorkee)

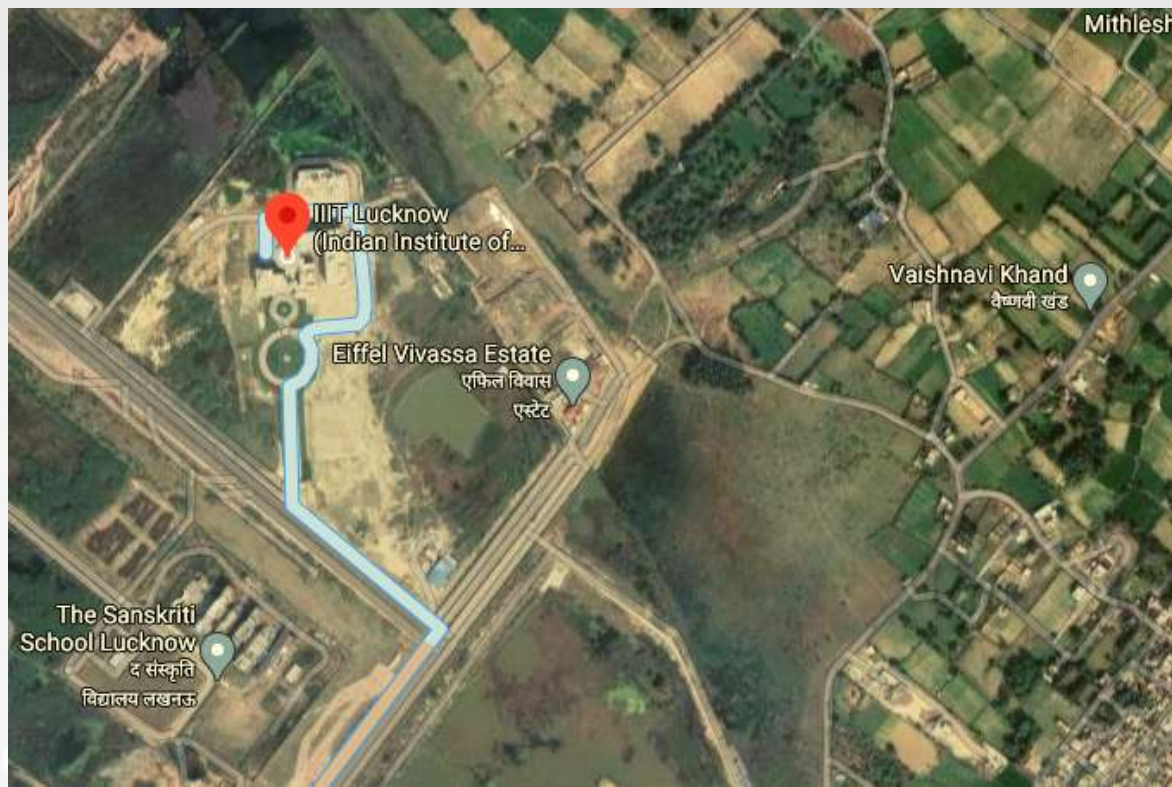


Dr. Neelu
PhD (JNU) and Fulbright
Fellow



Dr.(CA) Varun Sharma
PhD and Chartered
Accountant

Programme Coordinators



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