



Live Chat with IIMU DEM Admissions
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IIMU Team Members:

- Prof. Janat Shah, Founding Director, IIM Udaipur
 - Vaibhav Sarkale, Student Representative, IIM Udaipur
 - IIMU Digital Enterprise Management Program Discussion: <https://gmatclub.com/forum/iim-udaipur-mba-digital-enterprise-management-dem-admissions-305872.html>
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Moderator: Welcome Prof Shah and Vaibhav. We are delighted to have you both in our chat room today to interact with prospective IIMU applicants. Thank you for joining. Before we start taking questions from the applicants, could you please introduce yourself and tell us some key features of this program?

Prof Shah: Hello and good evening everybody. Thank you, GMAT Club for hosting this discussion. We are happy to see a good amount of interest in the Digital Enterprise Management program.

I am the founding Director of IIM Udaipur and I have 20 years of experience as a faculty at IIM Bangalore. I am personally driving the Digital Enterprise Management program of the Institute.

About DEM Program: Given the way, technology is changing the world, future careers are going to be quite different than what we are seeing today. At IIM Udaipur, we don't just want our students to prepare for this change but welcome it. This is our motivation in introducing the first-ever one year MBA program in Digital Enterprise Management (DEM). The present and future of business can not be separated from technology and data. This program introduces professionals to management concepts and leadership styles in the emerging digital business enterprises. Students will learn from academicians and industry practitioners through case studies, simulations, frameworks and practical projects.

Now, we can begin with the interaction. Please let me know your queries.

Can you please throw light on the admission process of this program? Will it be different from that of GSCM?

Prof Shah: The basic process is similar to GSCM however the attributes we look for in the candidates are going to be different. The attributes we are looking for are a passion for technology, curiosity and willingness to work in agile structures.

This is a new program, so we understand not any concrete information about placements can be given at this point, BUT could you at least provide us a hint of what kind of roles students of this program are likely to be offered and which industries are likely to be potential recruiters?

Prof Shah: Three kinds of industries including 1) consulting 2) Digital organizations (including e-commerce companies) 3) Startups which are in technology space. In a digital organization, it could be the product management roles or leading teams which are spanning technology and businesses. In consulting companies, leading teams dealing with digital transformation. We have done a lot of discussion with our advisory group to design the curriculum and most of them agree that there are lot of gaps in market today and the DEM program would bridge those gaps.

Good Evening Prof Shah, I am very eager to know the kind of profile of candidates that you are seeking for the program.

Prof Shah: We don't think that experience in technology is essential however we are definitely looking for people who have a passion for technology especially when we know that in the future organizations are going to be essentially dealing with data and technology. In addition, attributes like curiosity and willingness to work in agile structures would also be considered.

I'm really interested in program but Programs require 3 years Work-ex as on 29 Feb 2020, but I will complete 3 years by March 2020. Is there any relaxation on this requisite since most colleges consider workex till 31st March.

Prof Shah: Thank you for the question. Unfortunately, we will not be able to provide any relaxation in the work experience criteria.

What will be the admission criteria for the programme?

IIMU Vaibhav: Please see the admissions criteria mentioned at the following link - [https://www.iimu.ac.in/programs/one-yea ... admissions](https://www.iimu.ac.in/programs/one-yea...admissions)

Could you please tell us about average placement and package of the institute?

Prof Shah: This is a completely new program. For your information you can find complete information about the placements of the other IIMU programs here- [https://www.iimu.ac.in/corporate/placem ... ent-report](https://www.iimu.ac.in/corporate/placem...ent-report) We think that this program is very different and has a lot of potential. One of the ways that you can judge the interest of the industry in the program is by seeing the kind of people we have in our advisory board for the program- [https://www.iimu.ac.in/programs/one-yea ... sory-board](https://www.iimu.ac.in/programs/one-yea...sory-board)

Good Evening Sir, what is expected GMAT cutoff for this course?

IIMU Vaibhav: Hi. There is no explicit GMAT Cutoff for the course as such. All the candidates with a valid GMAT Score can apply. However the selection will be based on the overall profile of the candidate, which will be evaluated by going through the applications and the interview process.

I am writing my GMAT on 20th Dec. Since the 2nd round deadline will be over by that time, I will be applying in the 3rd round. May I know is there any specific disadvantage if I am applying in the 3rd round.

Prof Shah: We would be open to all the interested candidates even in the third round. I would encourage you to apply.

A lot of b-schools keeps on pressing the gear for higher gmat scores, even though the admission updates they just mention that it's not about just gmat scores, the candidate's profiles will be looked into. I want to know whether IIMU is also rolling the same statement on gmat score or do they have any gmat score range for this specific program?

Prof Shah: We definitely value GMAT score and it would be considered as an important parameter.

How many seats are available for this program?

IIMU Vaibhav: Hi. The batch strength for this program will be around 40-50 students.

Sir I have 3.5 years of experience in agile. Post that I have 1 year entrepreneurial experience, will my profile be considered for evaluation despite the fact that for the past 1 year I have no industry experience

Prof Shah: Of course. Since you have more than three years of experience you are eligible. I would encourage you to apply.

Hello Sir, Any sort of financial aid or scholarships available for this program?

IIMU Vaibhav: Hi. Sorry, we will not be able to provide scholarships for this program. However, many of the major banks in India provide funding to cover most of the tuition and program expenses for students at IIMs. Details concerning rates of interest and other loan conditions should be confirmed directly with the banks.

Is there any way that we can do a profile evaluation before applying for the program? Any prospective alumni who can guide us to understand the role and responsibilities that one can achieve after graduating from the program?

Prof Shah: It is a new program. We can help you to connect with some of our two year MBA alumni who are working in similar roles. Please get in touch with Vaibhav or on our social media. He can connect you.

I have experience of 7+ years in software industry. Currently, working as Big Data Lead but GMAT score is 550. What points needed to be kept in mind for writing a strong application?

Prof Shah: I think if you can demonstrate your passion for technology and show your ability to work in an uncertain environment that would definitely strengthen your application.

Sir, can we expect placement assistance at the end of the programme, such as campus placements, like in case of Full Time MBAs?

Prof Shah: Definitely. We have geared up our placement office specially for this program.

Is this program suitable for someone with 9+ years of experience? Is that the student profile that you look for? I have experience in B2B sales and channel management. Due to my interest in emergent tech i now work with a startup in AR/VR/Voice/IoT. Will this program help me take up a corporate career in the digital space?

Prof Shah: We think the ideal profile is between 3 to 8 years of work experience. We are not sure whether the market would value the experience beyond 8 years for a program like this.

I know it is difficult to predict placement scenario. As this is a new course, what range of salaries can we expect. As people are three or more years experienced, it will be difficult for us to work for a lower salary than our current salary.

Prof Shah: For our One year MBA program in Global Supply Chain Management, the average remuneration offered last year was Rs. 14.45 lakhs per year with the highest salary being Rs. 20.45 lakhs per year. We definitely think that this program will match or even better than our GSCM program. Also, given that IIMU has recently been featured in multiple international rankings, that would definitely add value to our placements as well.

Is any kind of entrepreneurship skills that revolve around IT-Domain give an edge to apply?

Prof Shah: Definitely. Given that it shows your passion for technology and the ability to work in an uncertain environment, our admission committee would certainly value it.

Will there be any webinar session to understand the placement prospects for this program?

IIMU Vaibhav: Hi. While there is no dedicated seminar for the placement prospects, but you may find it useful to go through the youtube recording of a webinar for DEM organized a few days ago where this question was also discussed. Please find the youtube recording here - <https://www.youtube.com/watch?v=45t3eop3MXI>

Do we need to have prior programming knowledge for this course? Also, will this course cover any kind of programming as it covered in many business analytics MBA courses

Prof Shah: No prior programming knowledge is required. There will be tools like R, Python and few others which are part of the curriculum. We don't expect you to become experts in tools. Focus is on looking at these issues from a business perspective.

Can you throw some light on this when you say - 'ability to work in an uncertain environment'?

Prof Shah: Essentially, DEM is a new program so the first batch has the opportunity to shape the program. We have spent a lot of time in designing the curriculum but we would also be making mid-term corrections based on the feedback from the participants and industry partners.

I am a Microsoft Certified Professional with Six sigma Green belt certification. Do you think the certifications can help on strengthening the profile.

Prof Shah: Your certification does show your interest in technology. However, it may not necessarily add significant value to your profile for this program.

Can you elaborate on the coursework of the program? With just 1 year duration, will the program structure be very rigorous?

Prof Shah: Like any management program in a premier institution, DEM would be a very demanding program.

Since we can apply for both GSCM and DEM, if the profile is selected for both the courses which course would be given preference?

Prof Shah: We have separate admission committees for both the programs. However, the final decision is with the candidate to choose the program.

Sir, will we have summer placements for this program?

Prof Shah: No. There is no internship component. However, students will definitely be involved in projects along with the curriculum but they will be on campus during the projects. In total, we have 100 credits for the program and projects account for 16 credits.

I have 8+ years of experience, would my profile fit for the DEM Program or do you strictly restrict it to students with 3 to 8 years of experience?

Prof Shah: If you match the other criteria, our admission committee would provide you with an opportunity during the interview to express your suitability for the program.

Will the placement be driven completely by students or will the school give the necessary placement guidance as it does for its 2 years program?

Prof Shah: Placements would be managed by the corporate relations team of IIMU. Of course, students would play a role but the Institute would drive the placements.

Many prospective applicants are very excited to know about this brand new offering from IIMU. Have you set up any helpline, or email, phone number, where interested applicants can hold consultation with the designers of this program and clear their doubts, queries, etc.?

IIMU Vaibhav: Hi. You can connect with us by going on this link - <https://www.iimu.ac.in/one-year-mba-dem/>. In addition to that, you can also clear all your doubts by following the thread at [https://gmatclub.com/forum/iim-udaipur- ... l#p2364349](https://gmatclub.com/forum/iim-udaipur-...l#p2364349).

Since there are 3 deadlines, what is the intake for each? Is there a fixed number? I basically want to understand the competition we have

Prof Shah: We are looking for 40-50 participants in total. However, we would not compromise on the quality in any of the rounds. We would be fine if the actual number turns out to be less than 40. I would like to add that we are doing the round-based admissions for the first time so we would be unable to give you any specific answer to the level of competition in each round.

Vaibhav, As a current IIMU student, would you like to say something about IIM Udaipur in general? How is your MBA experience at IIMU, campus life, student culture, and a typical day of an MBA student? Thank you!

IIMU Vaibhav: Thank you for this question! I must say that my experience in the MBA program has been transformational, to say the least. The best part of this course till now in my perspective has been the opportunity to connect with a wide array of industry experts during the talk sessions. Even on the aspect of student life, since all the activities, events, etc are run by the students, the exposure has been truly awesome!

Is the selection already done for the first round? If yes, how many candidates are selected? Also, thank you so much for all the answers.

Prof Shah: We have already made the admission offers to the selected candidates from the first round. I am sure you can reach out to them on various forums.

Moderator: Before we close the chat session, Prof Shah, would you like to give any final advice/tips to prospective applicants, Sir?

Prof Shah: We at the institute are really excited about this program and we have committed significant resources to this particular program. The future of management education is going to be around data and new technologies and IIMU is pioneering it. DEM is an exciting opportunity and we welcome you to be a part of this journey.

Prof Shah wrote:

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Moderator: This is not merely a general statement. I am sure you really mean it and it is evident in the kind of new innovative hybrid programs IIMU has introduced in recent past.

Good luck Sir! We are really thankful to you for spending your time on our forum and chatting with prospective applicants.

Prof Shah: Thank you, Narenn. Thank you to everyone who participated.

Moderator: Hope you and Vaibhav enjoyed chatting with us. Good night!

IIMU Vaibhav: Thank you Narenn! It was a pleasure interacting with you all. Good night!
