

# ISB launches certification course for CIOs

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In an attempt to help chief information officers (CIOs) align with their companies better, Hyderabad-based Indian School of Business (ISB) has introduced a new course, called Global CIO Certification Programme, in association with the CIO Association of India.

"The course seeks to expand thinking beyond traditional information technology (IT), organisational boundaries and equip current and future CIOs with innovative and cutting-edge business tools that will help them drive informed decision making, predict and analyse risks and use low-cost rapid innovation to create topline growth," said Ravi Bapna, executive director of Srinji Raju Centre for Information Technology and the Networked Economy at the ISB.

The certification will be in two stages and the first batch is slated to begin in the third week of October. The first batch will have 25 CIOs from various sectors and the ISB has partnered



The Indian School of Business campus in Hyderabad

with the CIO Association of India that has more than 1,000 members. The three-day executive education programme will cost ₹ 75,000.

This is the first time that such a programme has been initiated and ISB launched it with the intent of offering next-level grooming to the CIOs and to help CIOs make strategic moves, integrating IT to be part of the overall growth of the company.

CIOs usually are isolated as heads of their vertical and this certification will help in their overall growth. The industry, according to Bapna, was very excited and hence the association agreed to partner the institute.

The first level of certification - efficiency level - includes bringing in the latest trends in business intelligence, social media type of applications and data mining to target customers

more efficiently in three days and create standardised issues. The second level is when the CIOs go back to their companies and participate in active learning on applied projects for another three days.

"This is when they become ready for the innovation stage and use IT to innovate their business. This is a first of its kind initiative in India and has already generated a high level of interest in the business community," said Bapna.