



## AIT launches Executive Education Programs For Mid And Senior-Level Executives



Atria Institute of Technology (AIT) launches Executive Education Programs at its Atria Centre of Management and Entrepreneurship (ACME). ACME's mission is to offer customized courses to suit corporate needs and modular programs to up-skill the existing working executives.

“It is increasingly important for mid and senior-level Executives to keep abreast of the rapidly changing business paradigms in today's world, be it in the area of Digital Transformation of companies leveraging Big Data analytics, Design Thinking, Digital Marketing or Industry 4.0 led initiatives and our Institute will play a part in providing training, seminars, and workshops to support the mid-career Execs education needs” says Prof Purnajit Chatterjee Dean, Atria Centre for Management & Entrepreneurship.

The short term programs specialise in Supply Chain Management and Digital Marketing. They include live sessions conducted over weekends and after work hours.

Supply chain sector is quickly becoming one of the largest employment generating sectors. NSDC predicts over 28 million employees by 2022 in Transportation, Logistics, Warehousing, and Packaging sectors and estimated growth of 15-20 percent CAGR by 2020 in the Logistics Sector (Financial Express). ACME's executive program in Supply Chain Management is specially designed and delivered by Industry experts, Meta Cog Solutions, who are among the leaders in Corporate training for Supply Chain solutions.

The Digital Marketing revolution is just beginning to take wings. A recent report on digital advertising, by Dentsu Aegis Network, indicates the Indian digital advertising industry currently pegged at around Rs 8,202 crore is slated to see growth at 32 percent CAGR. The report also forecasts that digital media spends, currently contributing 15 percent of the total advertising pie, will reach 24 percent of the entire market by 2020. ACME's executive program in Digital Marketing is uniquely designed and delivered by Unnagi, an industry leader in corporate training on Digital Marketing.