Design Thinking and Innovation

Dates
November 23 - 26, 2020

Programme Directors
Prof. Abhishek Goel
& Prof. Debabrata Chatterjee

Venue
Management Development Centre (MDC),
IIM Calcutta Campus, Diamond Harbour Road
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Design Thinking and Innovation

INTRODUCTION
Successful innovations are key to sustained business growth and societal progress. Shampoo sachets opening up new segments in the market, smartphones disrupting photography, music and telephony industries, a bank creating a new business model to extend credit to unbanked rural areas; are some of the powerful examples of innovations harnessed by business.

Design Thinking is built upon the key ingredients of innovation – (i) inspiration rooted in deep empathy with the consumers, (ii) creative problem-solving skills of a high order, and (iii) the ability to transform creative insights into innovations rapidly. The success in combining them for a perfect output is still rare though.

Smaller organizations and start-ups find it easier to innovate, but difficult to scale up for lack of resources. Larger organizations have access to much greater resources, but they struggle to be nimble enough to set up systems and processes that allow innovation and scalability. Medium and large sized organizations need to have commensurate organizational culture and structure to ensure that designers can bring out their mettle even in very large organizations.

This Management Development Programme brings together two important aspects of contemporary approaches to successful innovation – the Design Thinking and Organizational Design to support it. Although many believe that creativity and the ability to innovate are the preserve of only a chosen few who have the right talent, yet research suggests that these are essentially skills that can be acquired. Therefore, this program aims at:

1. Providing skills to solve problems creatively using a Design Thinking approach, and
2. Design organizational processes and systems so that your organization can institutionalize creativity and innovation.

OBJECTIVES
By the end of the programme, you should be able to:

1. Understand the philosophy and broad steps in Design Thinking
2. Demonstrate the application of Design Thinking in basic product design
3. Understand the key aspects of organizational design to support innovations

KEY TOPICS
The program shall cover the following topics:

- Design Thinking – fundamental concepts
- Empathic understanding, listening and ideation skills
- Leading creative teams
- Design creative organizations
- Managing stakeholders and the politics of innovation projects

PEDAGOGY
The program is built around participant centered learning. Consequently, participants can expect to have pre-reads, simulations, paper and pencil tests, structured exercises, role plays, case discussions and occasional lectures.

WHO MAY ATTEND
Entrepreneurs with interest in the product and service innovation space, and managers with high potential in middle to senior management positions who are in leadership positions in innovation related roles or expecting such roles in near future.

Participants from small, medium, large organizations in various industries are likely to find it equally beneficial.
PROGRAMME DIRECTORS

Prof. Abhishek Goel (Fellow-IIMA) is a faculty in the Organizational Behavior Group since 2008. He is active in teaching and consulting in areas of Leadership development, Teambuilding, Cross-cultural management, and Organizational Culture. His current research interests are in the area of Employee Engagement and Organizational Citizenship Behaviors. His publications have appeared in reputed journals including the Harvard Business Review. He has been a visiting fellow to Germany and Spain. He has won a few research based awards, including the Young Scientist awardee from the XXIX International Congress of Psychology in Berlin.

Prof. Debabrata Chatterjee is a faculty in the Organization Behavior Group. A Fellow (equivalent to PhD) from the Indian Institute of Management, Calcutta. He brings more than three decades of work experience, almost half of which has been as an HR professional in industry. Subsequently, he moved on to the Indian Institute of Management, Kozhikode as a faculty member in organization behavior. After more than a decade at IIM Kozhikode, he has moved to IIM Calcutta. His research interests include innovation and institutions. He has published in several international journals and has also won several awards for his research.

PROGRAMME DETAILS

Duration: November 23 - 26, 2020
Programme Commencement: 9:00 AM on November 23, 2020
Programme Conclusion: 2:00 PM on November 26, 2020

Venue: Management Development Centre (MDC), IIM C Campus

Accommodation:
For Residential participants
Check in: November 22, 2020 (6:00 pm onward)
Check out: November 26, 2020 (2:00 pm)

Participant Fees:
Residential (R): ₹ 80,000/-
Non-Residential (NR): ₹ 10,000/- less than the Residential fee
Taxes and surcharges extra, as applicable.
However, we strongly encourage candidates to enroll as Residential participants as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme Fees
A discount of 10% on the fees can be availed by an organization if it nominates at least 4 participants for this particular MDP

Terms & Conditions:
- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta’s ‘Open’ MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for ‘Executive Education Alumni of IIM Calcutta’ status.
HOW TO APPLY

• You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: https://iimcal.ac.in/mdp/mdp-calendar
• Once the candidature(s) is(are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
• Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
• Upon remitting the fees online, kindly intimate CMDP office with the UTR No./relevant transaction details through email, so that we can connect your remittance to your nomination(s).

Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S RANKINGS AND ACCREDITATIONS

• Only Management Institute in India with triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
• Part of the prestigious CEMS Alliance comprising 31 top Business Schools from around the world (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies)).
• IIM Calcutta has been ranked the highest among all management institutes in India, in Financial Times: Masters in Management 2019 Ranking. IIMC stands at Rank No. 1 in India, No. 2 in Asia and No. 17 Globally.