






# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## INNOVATION STRATEGIES FOR OPERATIONAL EXCELLENCE

-  Programme Director: Prof. Partha Priya Datta
-  Programme Dates: November 05 - 09, 2024
-  Programme Venue: MDC, IIM Calcutta

# INTRODUCTION

The year 2020 started with usual promises of global business growth and economic prosperity. Little did we know that, in a matter of weeks, our usual ways of business operations were to be completely disrupted and we had to rethink the way we live and work together. The sudden rise of the COVID-19 pandemic forced all of us, across all industrial fields, to make substantial changes in operation. More and more, innovation strategies have become a necessary component of Operational Excellence. Innovation allows companies to continuously adapt and change, rather than stagnating in the mid-range alongside their competitors. Operational Excellence professionals must understand how their organization can gain a benefit from technology innovation which is evolving daily, and learn how to integrate new technologies to meet constantly changing customer demands

As per the understanding of Operational Excellence, employees are able to prevent errors/provide a solution at any stage in the business or production process. Cultivating a mindset of innovation in any organization is absolutely key to promoting this.

To compete successfully, companies must assess their innovation strategy and practice through effective translation of innovation strategy into operational performance, development of performance measurement framework and address how they can be operationalized in design, business model, supply chain and process innovation. Operations Excellence professional need to keep up with new technologies and implementing them effectively and efficiently is key to capturing the benefits of external process innovation.

# OBJECTIVES

Upon completion of this four and a half day course, you will discover how to lead the implementation of innovation strategies for operational excellence in your organization. The key takeaways are:

- Apply concepts and frameworks to analyze how firms create, commercialize, and capture value from innovation strategies
- Develop strategic thinking and frameworks to achieve operational excellence.
- Learn design thinking methodology and mindsets to lead operational innovation.
- Learn ways to apply innovation to enhance operations performance
- Identify processes from innovation to create a competitive advantage
- Understand the innovation implementation process
- Explore how to integrate effective new operational routines into your organization's culture.



# KEY TOPICS

- Understanding meaning of innovations strategy and operational excellence
- Recognizing the importance of innovation in operations excellence methodologies as business process transformation and process re-engineering
- Innovation in Supply Chain
- New Product/Service design and Innovation
- Designing Innovative Processes
- Innovation strategies for sustainable operations
- Disruptive Innovation and Managing Technology Transitions
- Organizing Innovation by building right culture of innovation and organizational structure
- Improvement and Innovation for operational excellence







## PEDAGOGY

Through interactive case discussions, action learning and design thinking approaches, the participants will be introduced to the different methods of integrating innovation strategies for Operational Excellence.



## WHO MAY ATTEND

- Executives and other leaders, who need to connect operational decisions with the overall company strategy and to the bottom line, whether or not they are directly involved with operations.
- Professionals whose job scope is expanding to include operations decisions, and those who must assess the impact of operations on strategic initiatives.
- Operations professionals whose increased responsibilities include providing input to their firm's strategy.
- Managers in both operations and non-operations roles who anticipate an increase in job scope in the near future:
  - Strategy/business development executives
  - R & D, innovation, and new product development leaders
  - Senior marketing managers
  - Senior finance and accounting managers
  - Procurement, sourcing, or purchasing leaders
  - Demand and inventory managers
  - Manufacturing engineers
  - Designers



## PROGRAMME DIRECTOR

**Prof. Partha Priya Datta** is a Professor of Operations Management at IIM Calcutta. Prof. Datta's research centres on performance, strategy and policy issues in manufacturing, operations and supply networks, focusing on SMEs, start-ups as well as larger firms undergoing significant transition driven by the environment. He is particularly interested in studying the interdependencies that occur across multiple decisions at different levels of manufacturing/service operations and the implications of these interactions for innovation and long-run operational excellence. His work examines sectors such as FMCG, healthcare, advanced technology, defence and aerospace industry, and combines empirical studies with agent-based simulations. He was engaged by the Ministry of Defence, Government of India, as consultant for conducting a study to frame the Aerospace Manufacturing Policy of India. Prior to beginning his academic career Prof. Datta was an engineer in India's leading organisations, where he worked with the project teams to develop new integrated heat treatment and machine shop for Caterpillar excavator undercarriages in Navi Mumbai, develop central workshop unit for eastern India's largest petrochemicals plant and expand zinc rolling facility for India's largest battery manufacturer. Prof. Partha Priya Datta holds a PhD from the UK's Cranfield School of Management, an MBA from the UK's Lancaster University Management School, and B.Tech (Honours) in Mechanical Engineering from IIT Kharagpur. He won the prestigious James Cooper Memorial Cup in 2007 from the Chartered Institute of Logistics and Transport, UK for best PhD thesis in logistics and supply chain management. Professor Datta is a British Chevening Rolls Royce Research, Science, and Innovation Leadership Fellow.



## PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on November 05, 2024
- Programme Conclusion:** 2:00 PM on November 09, 2024
- Accommodation:** For Residential participants, on single occupancy
  - **Check-in:** November 04, 2024 (6:00 PM onward)
  - **Check-out:** November 09 2024 (2:00 PM)



## PROGRAMME FEES

- Residential (R):** ₹ 1,35,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,25,000/- plus taxes and surcharges as applicable.

We would 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 Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



## TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- 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 01, 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 a Proforma Invoice 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 UTRNo./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 ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta's MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



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For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to [programme\\_mdp@iimcal.ac.in](mailto:programme_mdp@iimcal.ac.in)