INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

ACCELERATING INNOVATION

👤 **Programme Director: Prof. Nimruji Prasad J**

📅 **Programme Dates: January 02 - 06, 2023**

📍 **Programme Venue: MDC, IIM Calcutta**

INTRODUCTION

This program takes a deep dive into dynamics of managing innovation from the perspective of emerging economy businesses. Participants will emerge equipped to manage the following:

Value Creation through Innovation, Innovation under Resource Scarcity, Organising for Innovation, Innovation driven by Values and Design Thinking. They will gain a renewed appreciation for Politics of Innovation and Catch-up conundrum, and gain skills for managing this politics- internally within the organisation and externally in the Innovation ecosystem. The program prepares participants to build and lead creative cultures that can establish long-term competitive advantage in resource scarce emerging economy organizations.

OBJECTIVES

- Enable participants to manage innovation under resource scarcities and adversities
- Equip participants to view and manage innovation from an organizational and eco system perspective.
- Equip participants to manage innovation from a knowledge framework
- Equip participants with design thinking skills

PEDAGOGY

The pedagogy will be participant centric with case study analysis and hands-on exercises with exemplars from diverse industry contexts.

KEY TOPICS

Value Creation through Innovation
- Understand the potential of disruptive innovation and open innovation
- Innovation pipeline management

Innovation under Resource Scarcity
- Innovation ecosystem
- Synergising Innovation and Business Model with Innovation Systems
- Aligning Innovation Models to Resource scarcities

Politics of Innovation and Catch-up conundrum
- Catch-up connundrum
- Managing Innovation politics

Innovation driven by Values
- Innovation as knowledge creation
- Bootstrapping Jugaad to Innovation for Business
- Thinking/doing from place and values

Design Thinking
- Applying design thinking to drive innovation

Organising for Innovation
- Developing innovation culture
- Designing organization for innovation: Wimsattian Design
- Innovation and intrapreneurship

WHO MAY ATTEND

Senior managers with project responsibility for developing new products and services, from functional areas such as research and product development, engineering, product management, marketing,operations, finance, or strategy.

PROGRAMME DIRECTOR

Prof. Nimruji Jammulamadaka is a professor in the Organizational Behaviour Area at IIMC. She has been researching innovation in Indian organisations for several years now and has published in this area in international journals. She is also writing a book on innovation. She is also the author of several books, notably Indian Business: Notions and Practices of Responsibility, (Routledge, 2018). She is the first resident South Asian to have served on the executive at the Academy of Management. She on the editorial boards of various national and international journals. Her research interests include geopolitics of knowledge, post and decolonial management studies, power and corporate social responsibility.

PROGRAMME DETAILS

- **Duration:** January 02 - 06, 2023
- **Programme Commencement:** 9:00 AM on January 02, 2023
- **Programme Conclusion:** 2:00 PM on January 06, 2023
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
  - **Check in:** January 01, 2023 (6:00 pm onward)
  - **Check out:** January 06, 2023 (2:00 pm)

Management Development Centre

PROGRAMME FEES

- **Residential (R):** ₹ 140,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 130,000/- 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 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.

IIM Calcutta Campus

Small Group Session

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 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 RANKINGS AND ACCREDITATIONS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.

- IIM Calcutta is the only B-school in India to be a part of the prestigious CEMS. (The Global Alliance in Management Education or CEMS (formerly the Community of European Management Schools and International Companies) is an international cooperation of leading business schools and universities with multinational companies and NGOs).

- IIM Calcutta has been ranked at No. 2 in India and 59 Globally in the Financial Times Executive Education Ranking 2022. IIM Calcutta had secured 2nd rank amongst all B-schools in India and 21st Globally, in Financial Times: Masters in Management Rankings 2020.

Our correspondence address is as follows:

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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 program_mdp@iimcal.ac.in