



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

MANAGEMENT OF CREATIVITY AND INNOVATION



Programme Director: Prof. Vidyanand Jha



Programme Dates: November 21 - 25, 2022



Programme Venue: MDC, IIM Calcutta



INTRODUCTION

There is an old Chinese saying - May you live in interesting times! It is considered both a curse and a blessing depending upon how one looks at it and consequently what course of action one adopts. There is no doubt that at the turn of the new century (millennium, if you please), consequent to the emergence of an increasingly globalised and liberalised business environment, Indian managers are living in interesting times.

One of the most important aspects which is going to decide whether these interesting times turn out to be a blessing or a curse is an organisation's record in innovation - its ability to tap the creative potential of its employees and to translate that into innovation at the corporate level; and its ability to compete and excel on the basis of innovative products and services.

The name of the game now, for the successful organisation, is to constantly reinvent itself. This takes the organisation away from the command and control mentality and generates a culture where everybody contributes creatively to enhancing organisational effectiveness, both at present and in the future. What it all translates in real terms is that the organisation has to encourage its employees to think; and think creatively. It also means that not only a select band of people, as was the case earlier, from R&D or similar departments, but people across the organisation are involved in the process of innovation.

This course hopes to initiate and add to such a process of innovation in Indian organisations. It is based on the assumption that all employees have creative potential, which can be harnessed and managed to lead to innovation and excellence for the organisation.

This course has been offered for last 25 years in many editions in open Management Development Programme format and also In-company format for specific clients.



OBJECTIVES

The programme has four broad objectives:

- To develop a critical appreciation of concepts related to creativity and management of creativity and innovation.
- To help the participants assess their own creative potential, to identify the various blocks to realise this creative potential, and to guide them to develop a personal agenda for overcoming these blocks.
- To train the participants in creative problem solving methods.
- To develop an appreciation among the participants about the organisational context of creativity and innovation so that they can work towards making their own organisations into creative workplaces which come out with innovation on a sustained basis.



PEDAGOGY

The Programme would consist of a mix of personal assessments, individual and group exercises, concept sessions and case discussions.



KEY TOPICS

- Creative Personality
- Creative Process
- Creative Problem Solving Techniques
- Creativity in Organisational Context
- Innovation in the Organisational Context



PROGRAMME DIRECTOR

The programme is designed and directed by **Prof. Vidyanand Jha**, Fellow, IIMA. Prof. Jha has been offering PGP level courses and MDPs on management of creativity and innovation; and is also doing some original research work in this area. The programme may also include some other speakers from industry and academia.

PROGRAMME DETAILS

- **Duration:** November 21 - 25, 2022
- **Programme Commencement:** 9:00 AM on November 21, 2022
- **Programme Conclusion:** 2:00 PM on November 25, 2022
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** November 20, 2022 (6:00 pm onward)
 - **Check out:** November 25, 2022 (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