

# Management Development Programme



## Developing a Culture of Creativity and Innovation in Organisations

November 22-24, 2017

MDI Campus, Gurugram



**MDI**  
GURGAON

Management  
Development  
Institute

## Introduction

In today's dynamic business environment, where competitive advantages cannot be easily sustained, organizations need to be agile, creative and ready to take-up new challenges. This is all the more important for established organizations who often deny the rise of competition or don't know what to do to sustain their business and market share. One such solution to set the organisation on a growth path is innovation. Again every organisation claims to be innovative, yet whether they are really able to follow the path of innovation or not makes the difference in today's business environment. For this, first of all organizations need to develop a culture of innovation in the organisation in order to at least open the organisation internally before going to open the organizational boundaries to the external people. Right from the time when top management develops a will to follow the path of innovation for growth, organizations can do strategic innovations that are not limited to R&D intensive product or process innovations. It becomes all the more important for large organizations in the wake of collapsing national boundaries for business and a strong competition from new entrants in the market who defy the notion of learning curves by entering into the market with a global, lean and agile outlook since inception

## Objectives

- To develop an understanding of various concepts and misconceptions around innovation
- To let the participants assess themselves where their organisations stand at present in terms of innovation and how to improve upon the weak areas in order to compete in today's Volatile, Uncertain, Complex and Uncertain (VUCA) world
- To understand and learn some techniques of how to develop a culture of innovation in organisations

## Contents

- What is innovation?
- What innovation is not?
- Types of Innovation
- Assessing the culture of an organisation
- Techniques to develop a culture of innovation in an organisation
- Stages of Innovation Culture
- Innovation Frameworks
- Open Innovation
- Measuring and Monitoring

## Pedagogy

- Lectures
- Case Discussions
- Innovation capability and assessment questionnaires
- Action Plans
- Experience Sharing by innovation managers from the industry

## Interested Audience

Mid to senior level managers in private and public sector enterprises and NGOs who want to seriously leap into the area of innovation and those who want to create a culture of innovation in the organisation.

## Venue and Duration

The program is scheduled during November 22-24, 2017 on residential basis at MDI Gurgaon campus, Sukhrali, Gurgaon (Haryana). Accommodation for participants would be available from the noon of November 21, 2017 to the forenoon of November 25, 2017.

## Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

## Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is **Rs. 36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **GST as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurgaon (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurgaon 122001, Haryana, INDIA.

## Important Dates

The last date for receipt of nominations is November 10, 2017. The last date for withdrawal of nominations is November 15, 2017. Any withdrawal received after this date will be subjected to deduction as per the institute's rules. However, substitution may be permitted.

**Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.**

## Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),

Management Development Institute,

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## Faculty Profile:

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Shiv is working as an assistant professor in the area of Strategic Management at Management Development Institute, Gurgaon. He is a PhD. in the area of innovation from Vinod Gupta School of Management, IIT Kharagpur and an MBA from DDU Gorakhpur University. His core area of teaching research and consulting is innovation and growth through innovation. His objective of research is to bridge the gap between industry and academia. He has written several cases that are published with the Case Centre, Richard Ivey School of Business, United Nations PRIME collection and in various case books. His cases range from airline, steel, water, board governance and internationalization, development to entertainment and sports industry. He has written few articles also on the innovations for the bottom of the pyramid, sustainability and has consulted more than 100 small scale units in the rural areas of West Bengal and Tamilnadu. He has been a consultant for some nationwide projects in Bangladesh, Nepal and Saudi Arabia. His research has appeared in various international journals on innovation like Technology Innovation Management Review. He has written a book titled International Business: Theory and Practice published by Sage Publications. He is an active member of International Society for Professional Innovation Management, UK; Strategic Management Society, USA and Academy of International Business. He takes courses like Mergers and acquisitions, corporate governance, international business and innovation strategy. He has trained or provided consultancy to many organizations e.g. IETE, LML, IRPS, IOCL, Hindustan Copper, LIC, BSF, Exide, HCL, Zuari Furniture, IFFCO, GE Healthcare, CESC, BSES, CRPF, Nepal Banking Institute, RBI, DGR (Ministry of Defence), National Academy of Defence Production, Allahabad Bank, Motorola, Delhi International Airport, Haryana Civil Service, BSES Yamuna Power etc. to name a few. He has a work experience of corporate and academia of more than 14 years. In his corporate stint he worked with Century plyboards and Exide. In his last corporate job he used to look after the automotive, power, projects, defence, BFSI and fast moving business of eastern UP including sales and service. He is a wildlife photographer and an aero-philatelist and pursues these as a hobby.



## About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private). Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of

experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

### MDI's International Partners

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University Milano, Warsaw School of Economics, Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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