



Executive Education
Indian Institute of Management Ahmedabad

*Creativity and Innovation as Core Competence:
Developing Personal and Organizational Capability
August 22-25, 2016*



Creativity and Innovation as Core Competence:

Developing Personal and Organizational Capability

August 22-25, 2016

Relevance

In the contemporary increasingly competitive global market, established and emerging businesses must rely on creativity and innovation to sustain their positions and fuel their growth (Govindarajan & Trimble, 2007). Undoubtedly, creativity and innovation are critical to competitive advantage, undergirding organizations' attempts to reinvent themselves at internet speed to stay ahead of technological change, new competitors around the globe and continually shifting demands of customers and potential employees (DeGraff & Lawrence, 2002). Given these circumstances, creativity and innovation are relevant to all aspects of organizational life including human resource management (HRM) practices, growth strategies, marketing, operations and products, processes and services (Khandwalla, 2003; Maital & Seshadri, 2012), taking both technical and administrative forms (Damanpour & Evan, 1984; Hailey, 2001). Creativity and innovation emerge as the core of all competences within an organization, operating as the driving forces behind anything that is better or new and ensuring that organizations respond proactively to diverse pressures in order to achieve success (DeGraff & Lawrence, 2002; Kanter, 2006). Indeed, business leaders and managers are required to adeptly address challenges presented by a dynamic extra-organizational context, promote creativogenic organizational environments and nurture intra-organizational talent, effectively straddling the discursive and iterative stages from ideation to implementation. Recognizing this, the proposed executive education programme will help participants develop creative and innovative abilities as personal and organizational core competences.

Specifically, participants will

- understand the complexities of creativity and innovation and their significance for business
- strengthen their personal capacity for creativity and innovation
- develop and sustain workplaces that value and encourage creativity and innovation

Content

Theme 1: Being a creative and innovative person

Theme 2: Positioning creativity and innovation in the world of work

Theme 3: Designing organizations for creativity and innovation

Theme 4: Leading and mentoring a creative and innovative workforce

Pedagogy

Organizational mapping, experiential exercises, small group discussions and cases.

Potential Participants

This executive education programme is designed for middle and senior managers across functional areas and industrial sectors. It will accommodate a maximum of 28 participants (This includes an upper limit of 2 participants per organization).

Faculty Chair

Premilla D'Cruz

Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **August 08, 2016**. The last date for the early bird discount is **August 01, 2016**.



Organizational sponsorship is generally required but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

IIMA norms do not allow anyone to stay with the participants during the programme.

For nomination forms and more information, please contact:

Officer - Executive Education

Indian Institute of Management Ahmedabad, Vastrapur, Ahmedabad 380 015

Phone: +91-79-6632 4472-76

Fax: +91-79-2630 0352 (Executive Education Office)/2630 6896 (General)

E-mail: exed@iima.ac.in • **Website:** www.iimahd.ernet.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad (IIMA). Participants get full board and air-conditioned single room accommodation on the Institute campus.

Programme Fee

Rs. 120,000 (+ 14.50% service tax) per person for participants from India and equivalent US dollars for participants from other countries. The fee includes tuition fees, teaching materials, board and lodging.

The programme fee should be received at the Executive Education Office before the programme commencement date. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these three ways:

A. Electronic Fund Transfer:

1. Name of Beneficiary: **Indian Institute of Management Ahmedabad**
2. Savings Bank Account Number: 9369EEP, YES Bank Limited, C G Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Creativity and Innovation as Core Competence**
5. IIMA Permanent Account Number (PAN): AAAT11247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA Service Tax Registration Number: AAAT11247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can connect your remittance to your nomination.

B. Payment Gateway

Please visit the IIMA website (www.iimahd.ernet.in/exed) for more information.

C. Demand Draft/Cheque Payable at Par at Ahmedabad

The cheque/draft should be in favour of **Indian Institute of Management Ahmedabad** and sent directly to the Executive Education Office through courier or speed post.



Discount

Early Bird Discount: Nominations received with payments on or before **August 01, 2016** will be entitled to an early bird discount of 07%. Early submission of the nomination form and the fee does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring 25 or more participants across all the executive education programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

Alumni Association

Please note that participants who are attending short-duration executive education programmes for the first time, on or after April 1, 2012, will have to attend a total of 21 days in one or more programmes to be eligible for alumni status and an alumni identity card, both of which will be awarded on payment of a one-time alumni fee of Rs. 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to PhD)
- One-Year Post-Graduate Programme in Management for Executives (PGPX)
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors and public systems covering education, health, transport and population
- Faculty Development Programme (FDP) for teachers in universities and colleges

The Institute has about 96 faculty members working in the following management areas and sectors:

Disciplinary Areas • Business Policy • Communications • Economics • Finance and Accounting • Information Systems • Marketing • Organizational Behaviour • Human Resource Management • Production and Quantitative Methods

Interdisciplinary Centres and Groups • Centre for Innovation, Incubation and Entrepreneurship • Centre for Infrastructure Policy and Regulation • Centre for Management in Agriculture • Centre for Management of Health Services • Centre for Retailing • Gender Resource Centre • IIMA-Idea Telecom Centre of Excellence • India Gold Policy Centre • Insurance Research Centre • Public Systems Group • Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC), located on the IIMA main campus, and **International Management Development Centre (IMDC)**, located on the new campus, provide an academic and learning environment for participants of the executive education programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditoriums (with audio-visual and computer projection facilities), syndicate rooms and computer labs. The campus is wi-fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD, VASTRAPUR, AHMEDABAD 380 015 - INDIA
Phone: +91-79-6632 4472-76 • **Fax:** +91-79-2630 0352 (Executive Education)/2630 6896 (General)
E-mail: exed@iima.ac.in • **Website:** www.iimahd.ernet.in/exed