

# Innovation, Corporate Strategy and Competitive Performance

# November 14-19, 2016



Executive Education  
Indian Institute of Management, Ahmedabad

# Innovation, Corporate Strategy and Competitive Performance

November 14-19, 2016

Rapid globalisation and increased competition make incessant demands on businesses to continuously upgrade existing products, processes, and business models to sustain the existing and add new sources of revenue. Product, processes and business model innovations of a firm have a direct impact on its financial and non-financial performance. They are also seen as significant sources of sustainable competitive advantage. However, innovations by other firms could be a source of threat and opportunity to realise corporate aspirations. This programme prepares senior executives to anticipate, prepare, and respond to competition by managing and sustaining strategic innovation through a series of frameworks that directly influence corporate performance.

Although executives believe that innovation is central to a company's strategy and performance, many perceive that the way to manage and govern innovation is ad hoc. By studying how successful companies deal with innovation at the product and business level, participants of this programme will explore new approaches to align market change and technological innovation with corporate strategy, restructure internal capabilities for structured change, assess disruptive technologies, and develop a unified view of working, learning, and innovating.

Leveraging relevant case analyses, supplemental reading, and cutting edge research, executives learn new strategies for product development, organisational learning, and value creation while the class exercises help translate theory and concepts discussed into practical tools to manage risk, innovate, and position their organisation for success.

## Content

An indicative list of topics to be covered in the programme is as follows:

### Understanding Innovation

- What is innovation and why is it so commonly misunderstood
- The innovation process
- Resistance to innovation and how to overcome it

### Creating Value through Innovation

- Disruptive and sustaining innovation
- Value creation by understanding competition and organisational networking
- Delivering value through innovation
- Cross-functional integration and innovation
- Innovation and organisational learning

### Strategy and Innovation

- Riding the wave of disruptive innovations for your advantage
- Open source innovation as strategy
- From new trends in innovation to corporate strategy
- Leadership and innovation
- Diagnosing and redressing the innovation gap in your organisation

## Methodology

Case discussion, panel discussion, role-play, and experience sharing.

## Target Audience

The programme is meant for CEOs, Directors, Presidents, Vice-Presidents, and General Managers of large and medium-sized organisations with aspirations for growth and its sustenance. Organisations would benefit more from the programme if they sponsor a team of top and senior executives.

## Faculty

- Dixit, Mukund R.
- Karna, Amit (Faculty Chair – ICSCP)  
E-mail: karna@iima.ac.in
- Maheshwari, Sunil
- Nanda, Ashish
- Sharma, Sunil
- Singla, Chitra
- Sud, Mukesh
- Sugathan, Anish



## Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **November 01, 2016**. The last date for early bird discount is **October 24, 2016**.

Organisational 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.

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 to 77 and 4462 to 69

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

E-mail: [exed@iima.ac.in](mailto:exed@iima.ac.in)

Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Venue and Accommodation

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

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

INR 1,50,000 (+15% service tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **November 01, 2016**. 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/organisation 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 A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB00000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance: **Innovation, Corporate Strategy and Competitive Performance**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA Service Tax Registration Number:  
AAATI1247FST001

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

### [B] Payment Gateway

Please visit the IIMA website

([www.iima.ac.in/exed](http://www.iima.ac.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 Executive Education Office through courier or speed post.

## Discount

**Early Bird Discount:** Nominations received with payments on or before **October 24, 2016** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

**Group Discount:** Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

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

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



## Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 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 Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing \
- Organisational Behaviour
- Human Resource Management
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- 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
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **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 auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा कार्यक्रम  
भारतीय प्रबंध संस्थान, अहमदाबाद

Executive Education  
INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD

Vastrapur, Ahmedabad - 380 015, India  
Phone: +91-79-6632 4472 to 77 and 4462 to 69  
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)  
E-mail: [exed@iima.ac.in](mailto:exed@iima.ac.in) • Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)