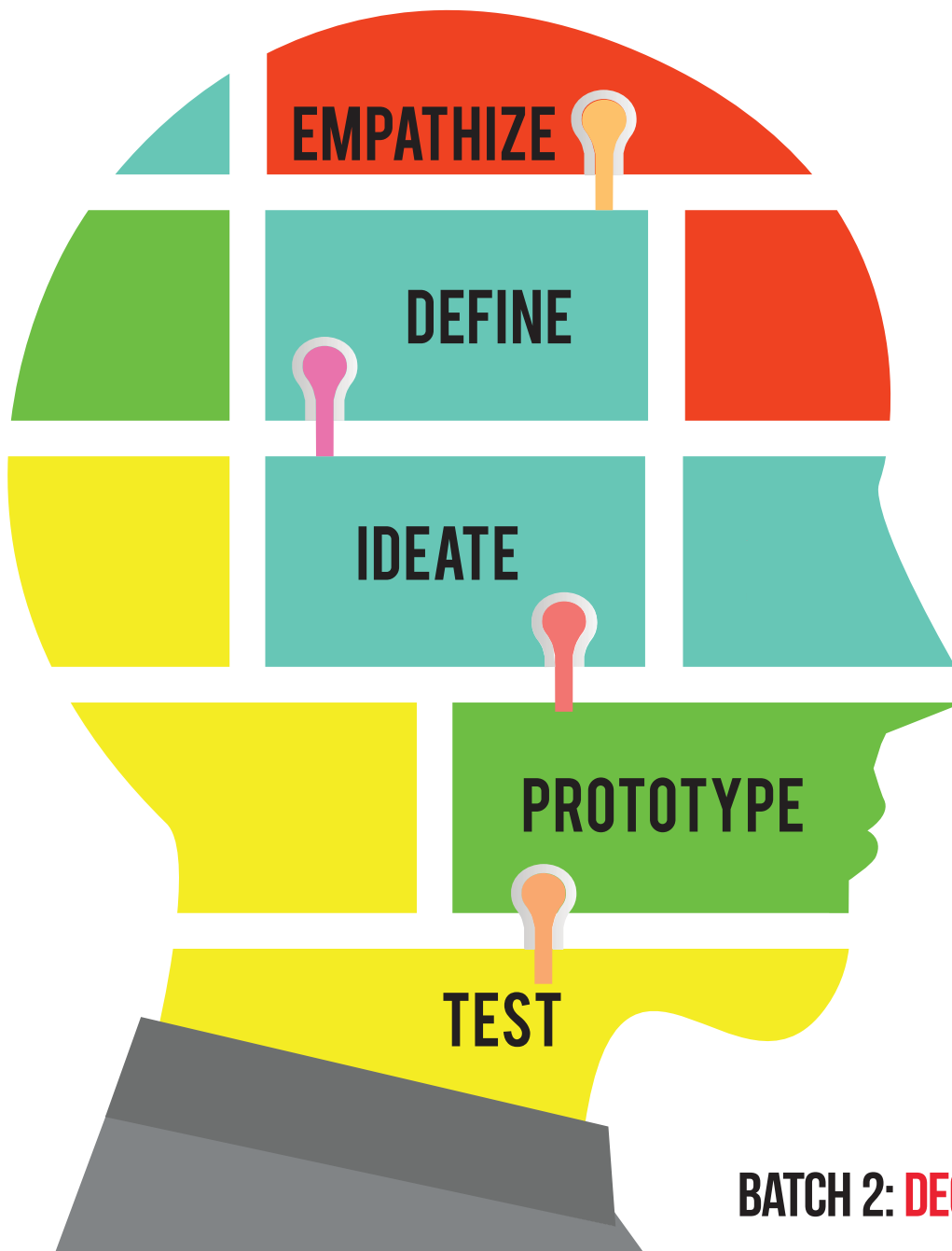


DESIGN THINKING

BATCH 1: **APRIL 8 – 11, 2019**



BATCH 2: **DECEMBER 2 – 5, 2019**



EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

DESIGN THINKING

APRIL 8 – 11, 2019

A human centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology and the requirements of business success.

-Tim Brown

Design Thinking is an innovative approach to address intractable problems that businesses face. One of the key elements is its human centered approach that has revolutionized a range of industries from technology to services, health care to urban planning and beyond. Design Thinking not only supports but also enhances business strategy of companies across sectors.

Design Thinking utilizes empathy and careful observation to engage with challenges that have, in the past, escaped even a clear definition. This leads to new possibilities which are then prototyped and tested leading to creative solutions. The Design Thinking approach has been found particularly useful for companies looking to solve 'wicked problems' that are difficult to define and on which past data does not help.

A highlight of this programme is the Design Sprint. Participants will identify a problem, analyze challenge areas around it and gather key insights. They will then-via multiple cycles of convergent and divergent thinking- ideate and brainstorm to formulate a point of view. Finally, with the aid of visualization techniques and story- telling, participants will operationalise their ideas into specific solutions.

The programme includes discussions around some of the most contemporary concepts in the field of innovation and aims at assuring that participants are well- versed with the latest tools and techniques that can be used to solve a large variety of challenging problems.

Objectives

- To understand the process of Design Thinking for nurturing innovation
- Learn how to be both analytical and creative in order to generate solutions for challenging problems
- Inculcate a unique methodology to solve 'wicked problems'

Strengths of the Programme

- Focus on successful Design Thinking approaches adopted by world class organisations to achieve and sustain a competitive advantage.
- Guided by experienced faculty with global expertise
- Hands on exercise to equip participants with latest tools and techniques in Design Thinking

Topics

The sessions will address topics such as:

- What is Design Thinking and how does it differ from conventional approaches to problem solving?
- How can creative approaches like storytelling, visualization and journey mapping enable solutions to often intractable business problems?
- How can the Design Thinking process address complex problems across a wide spectrum?
- How do you discover new business models using Design Thinking cycles?

Participants' Profile

- Senior management charged with accelerating innovation in their organisations
- Strategy heads seeking a source of competitive advantage
- Designers who want to rejuvenate and hone their existing skills
- Managers and entrepreneurs aiming to grow their businesses

Methodology

- Design sprint
- Case studies
- Lectures
- Discussions
- Hands-on group exercises

Programme Highlights

- Vision in the Dark: activities undertaken in pitch darkness where participants learn to empathize with the visually challenged while enhancing other senses.
- An intense Design Sprint where participants, in pre-assigned teams, will identify a group problem and work on finding solutions by techniques like visualization, journey mapping, concept development etc.

Faculty

- Karna, Amit
- Sharma, Sunil
- Sud, Mukesh (Faculty Chair)

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **March 25, 2019**. The last date for early bird discount is **March 18, 2019**.

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:

Executive Education

Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

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

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to attending all the sessions of the programme.

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 1,20,000 plus 18% GST 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 **March 25, 2019**. 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 two 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: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance: **Design Thinking**
5. IIMA Permanent Account Number (PAN):
AAAT11247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAAT11247F1Z4 (SAC: 999293)

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

[B] Payment Gateway

For more information, please visit the respective programmes in our website (www.iima.ac.in/exed).



Discount

Early Bird Discount: Nominations received with payments on or before **March 18, 2019**, 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 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 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 Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post Graduate Programme in Management (ePGP)

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

Disciplinary Areas and Groups

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

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy 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
भारतीय प्रबंध संस्थान अहमदाबाद

EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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