



Management Development Program  
On  
**Innovation, Co-creation, and Design Thinking**

5 January -7 January 2025



**Program Directors**

Prof. Sumeet Gupta

Prof. Satyasiba Das

## Introduction (Design Thinking)

What is design thinking, and how does it benefit organisations?

Most organisations strongly believe that, though innovation is critical to organisational growth, human tendencies obstruct the development of creative solutions. Recently, Design Thinking has emerged as a social technology, unleashing the creative potential and commitment towards customer-centric innovation. It has been proven to eliminate human biases, create superior solutions, lower risks and costs, improve employee buy-in, and customer discovery.

While design thinking is an ideology based on designers' workflows for mapping out design stages, it aims to provide all professionals with a standardised innovation process to develop creative solutions to design-related problems.

Why is design thinking needed?

The main value it offers is a defined process for innovation. Traditional experimentation based on trial-and-error methods is often time-consuming, expensive, and ineffective. On the other hand, following the concrete steps of design thinking is an efficient way to develop new, innovative solutions. Studies suggest that not only does 'design thinking' expedite strategic innovation, but design thinking can also have immensely positive outcomes for advancing a professional career in customer-focused organisations.

## Objectives

The key objectives of the program are as follows:

The workshop participants will be able to understand and practice the design thinking approach in solving business challenges at both strategic and functional levels, expedite the innovation cycle in their organisation, and create competitive advantage through business model innovation.

This is a complete application-based workshop. The key questions that will be discussed in the workshop are:

- What is Design Thinking?
- What are the key elements of design thinking?
- How is design thinking different from our traditional business approach?
- Success factors of design thinking
- Mindset, Design Thinking Process and 7-Stage Design Cycle
- Design Principles
- Tools for design thinking
- Application of Design tools
- Vision prototype and Exploration Map
- Concept and Hypothesis Generation and Testing
- Creating Innovation Pitch
- Roadmap for Implementation
- Managing a Design Project

## For Whom

- Senior and middle-level Managers.
- Business consultants.
- Academic professionals
- Research scholars.

## Pedagogy

The three-day long workshop is designed based on the principle of experiential learning. A few suggested readings and case-based sessions will introduce the concepts and tools to participants. We will spend nearly two-thirds of the time hands-on practising real-world business problems as multiple group exercises. The workshop will be highly interactive, involving multimedia, case studies, lectures, and the student's participation in many forms.

## Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

## Duration and Venue

The Programme is scheduled during **5-7 January 2025** at IIM Raipur, Atal Nagar, New Raipur.

## Registration Fee

The registration fee per participant is **Rs. 6,000/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6,000/- + 4500/-** per day plus taxes as applicable **on Single sharing basis**.

This includes an academic fee, programme kit for participants, boarding and lodging.

**Payment can be made online by registering through the website.**

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s)

## Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program**. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

## Enquiry

For any information regarding this programme, you may contact as below:

EL&D Office: eldc\_office@iimraipur.ac.in Ph: 0771-2474669, 697

## About Programme Directors

### **Prof. Sumeet Gupta**



Prof. Sumeet Gupta is affiliated as Dean (External and ERP) and Professor (Information Systems) at IIM Raipur. He received PhD (Information systems) and MBA from the National University of Singapore and BE (Mining) from GEC Raipur. He has 18 years of work experience in Industry, Teaching and Research, during which he worked with L&T India, The Logistics Institute-Asia Pacific,

Singapore and SSGI Bhilai before joining IIM Raipur. He participated in Global Colloquium at Harvard Business School in 2015. He has held visiting faculty assignments with IIIT Naya Raipur and Huazhong University of

Science and Technology, Wuhan, China. He has been accredited by AIMA as an Accredited Management Teacher and was awarded Prof. Manubhai M Shah Memorial Award by Indian Commerce Association in 2017. He was also awarded President Graduate Fellowship at the National University of Singapore. He has published extensively in top-ranked International Journals.

### **Prof. Satyasiba Das**



Professor Satyasiba Das is currently working as a Professor in Strategic Management and Entrepreneurship and Dean (External Relations) at IIM Raipur. He has received an MBA from Hult International Business School, USA; M.Phil. and PhD from Norwegian University of Science and Technology, Trondheim, Norway; and the Marie Curie Postdoctoral Fellowship from the National University of Ireland Galway, Ireland. In his early 15 years of a professional career in management consulting with the Asian Development Bank and SINTEF Norway, he worked for many multinationals

and government agencies. Currently, he is involved with many successful technology startups. He is an executive coach to many senior executives and a consultant to various public and large private sector organisations internationally.

## Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Programme in Management (PGP) was started in 2010, whereas Fellow Programme in Management (FPM) & Executive Fellow Programme in Management (EFPM) was started in 2013. Executive Post-Graduate Programme (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **11th** in 2023.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide,

IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programmes.

## **LOCATION**

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact below:

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