

India and Germany collaborate to bring you a unique learning experience

# INNOVATION MANAGEMENT FOR GROWTH AND STRATEGIC CHANGE

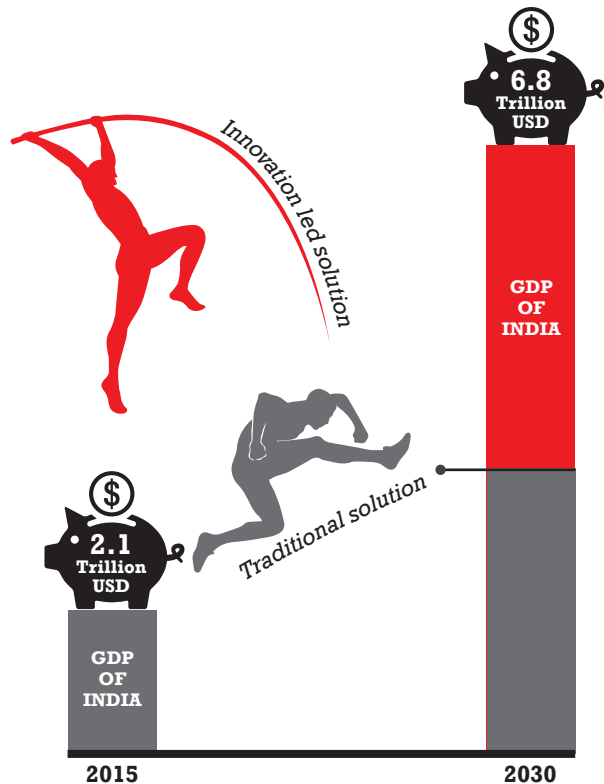


*"Because the purpose of business is to create a customer, the business enterprise has two and only two basic functions: Marketing and Innovation. Marketing and Innovation produce results; all the rest are costs" - Peter Drucker*

*Innovation is acknowledged as a key driver of growth. Yet, building right capabilities remains a challenge. Companies like Kodak and Nokia lost out on growth as they could not compete with new age companies, imbibing their culture and treading the path of Innovation.*

SVKM's Narsee Monjee Institute of Management Studies – Bengaluru (NMIMS) and Steinbeis Research Institute, Germany, both regarded as trusted names in Management Education and technology innovation respectively, bring you this collaborative program that is designed to help you take the innovation leap.

### INNOVATION THE KEY TO LEAP FROG



Data source: Hindustan Times



SVKM's Narsee Monjee Institute of Management Studies (NMIMS) is one of the pioneers among private B-Schools in India with a rich 35 year legacy of sustained growth. In the best traditions of its parent brand, NMIMS Bengaluru, has during its 9 years of existence, carved a niche for itself in the management education space in the garden city. With over 500 full time and executive participants pursuing management studies, the talent needs of diverse sectors ranging from BFSI, IT/ITES and Media to Automobiles, Engineering, Healthcare and Start-ups are served by the Bengaluru campus. Analytics, Innovation and Infrastructure Management are the strategic differentiators of NMIMS Bengaluru. AMBA UK has accredited NMIMS Bengaluru, making it a member of an exclusive group of 247 institutions in the world and 10 in India. In 2016, Ed-Universal, France has ranked the PGDM and Executive PGDM Programs of NMIMS, Bengaluru 8th and 16th in Central Asia respectively.



Steinbeis is one of the world's most successful providers of Innovation know-how and technology transfer. Central to all projects of Steinbeis is the success of its clients, co-workers and partners.

The Steinbeis brand has stood for the successful transfer and sharing of know-how and technology for over 30 years. Steinbeis builds lasting bridges between the source of knowledge and the area of application.

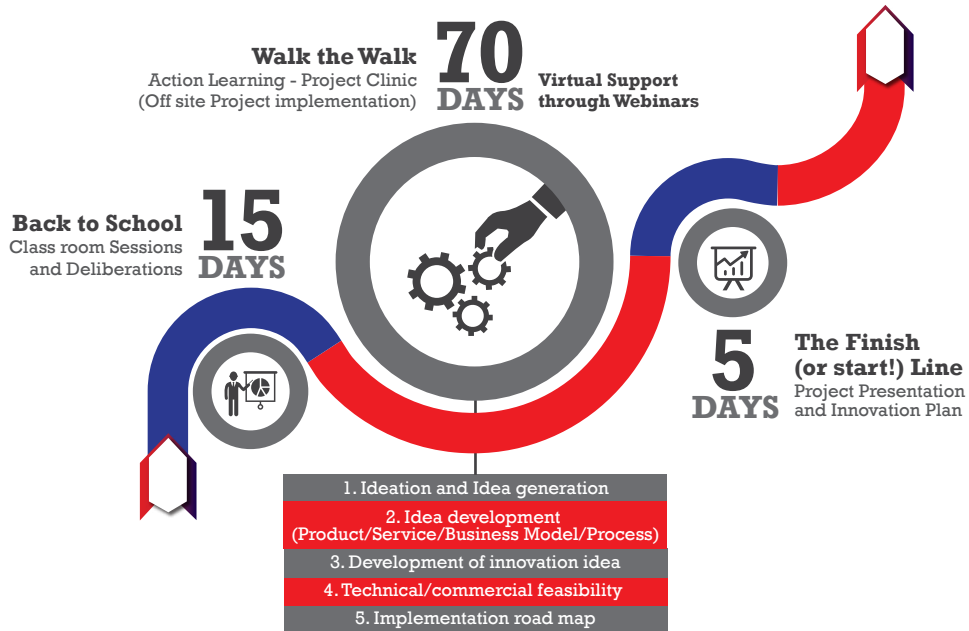
Steinbeis has developed into an international network spanning roughly 1,100 Transfer Centres. This network encompasses 6,000 experts, each contributing to the network with their specialist knowledge and working on individual challenges in interdisciplinary teams to genuinely add value and thus facilitate the success of Steinbeis.

Steinbeis offers technology and management competence from a single source across a unique spectrum of fields, making its services available to partners and clients of all sizes in all kinds of areas. In doing so, it acts as a troubleshooter or service provider in the fields of consulting, research and development, training and continuing professional development.

# WHAT WE ARE OFFERING

We are offering a unique 3 month certificate program titled “Innovation Management for Growth and Strategic Change” the first of it’s kind Indo-German collaboration.

## PROGRAM STRUCTURE



# THEMES FOR IN-CLASS DELIVERY

## 1. Demystifying Innovation: Basic Concepts

These sessions are to answer the questions “what is by meant innovation?” and “do we need to manage innovation?”. Further, these sessions are designed to lay foundations in innovation; we will explore the concepts of management fundamental to innovation, as a starting point for the rest of the themes.

## 2. Innovation – The Multi-Dimensional Perspective

We explore the various dimensions of innovation at a high level, before delving deep in to each of the dimensions. What do customers really need? How can we approach innovation from all the perspectives/ dimensions?

The dimensions we explore are:

- Strategic Dimension of Innovation
- Marketing Dimension
- Technology Dimension
- Operations Dimension
- Financial Dimension
- People Dimension

## 3. How do we make the elephant dance? Innovation life cycle management process

Innovation is not an art, it is a capability. We will deep dive into the structured scientific approach to innovation from conceptualization to implementation.

## 4. Walking the Walk – The Innovation Project

This is where the proverbial proof of the pudding is, where each of the participants will be required to work on a real project in their respective organizations. We will follow a “project clinic” approach. Each of the participants will have access to a comprehensive group of mentors and experts from NMIMS and Steinbeis, who will bring multidimensional perspectives.

A streamlined and tested process of a combination of virtual and real interactions will be used to guide the participants through out the project duration of 70 days.



# INDICATIVE PROGRAM OUTLINE

## ► Identification of Opportunities for Innovation

Eco system for innovation  
Environmental scanning-External and Internal including Science & Technology environment for business  
Economics of innovation  
Sources and network of innovation

## ► Basic concepts of innovation and Innovation models

Product innovation  
Process innovation  
Incremental vs radical innovation  
Innovation models  
Nuances of Disruption models

## ► Strategic dimension of Innovation

Competitive strategy  
Business model innovation  
Product strategy innovation  
Leadership for strategic change

## ► Marketing dimension of Innovation

Online consumer research for innovation  
Experiential marketing of innovation  
Digital experience model  
Diffusion of Innovation  
Capturing value through Innovation

## ► Technology dimension of Innovation

Conceptual foundation of technology management  
Linking technology strategy with business strategy  
Technology acquisition  
Technology marketing

## ► Operations dimension of Innovation

Product Process Matrix  
Service process matrix  
Supply Chain Innovation  
Information systems innovation and design

## ► Financial dimension of Innovation

Valuation of Intellectual Property Rights (IPR)

## ► Organisational dimension of Innovation

Managing innovation as a process  
People adaptability and culture for innovation  
Managing change  
Risk management  
Managing Collaboration  
Product Innovation and IPR

## ► Innovation Project

Innovation cycle & product development process  
Initiation Analysis – S Curve  
Simulation models

## ► Design exercises

**Stage-1** Creativity exercises, key activities in product development  
**Stage-2** Product/ technology roadmaps  
**Stage-3** Initiation and Analysis, Ideation and Idea Generation  
**Stage-4** Design Idea  
**Stage-5** Development of Innovation

## Lead Facilitator

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### ●● Mr. George Villinger

Mr. George Villinger, after completing his studies in industrial engineering (Germany) and Business Administration (England) worked as Consultant at Steinbeis Transfer Center Production & Management, where he headed ERP projects. He leads the Steinbeis Competence Centre - Innovation & Implementation, since 1998. He also advises government organizations on national systems of innovation and technology transfer. Georg Villinger is a lecturer for “Strategic Management” at the International School of the University of Applied Sciences Offenburg and lecturer on “Business Planning” at the Steinbeis University Berlin.

## Co Facilitators *(alphabetical order)*

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### ●● Dr. Barnabas N

Dr. Barnabas teaches in the marketing area at NMIMS – Bengaluru. He has research interest in sustainability and services marketing. Prior to academics, Barnabas had a stint in Sales and Marketing functions. He has successfully completed Faculty Development Programmes at IIM – Ahmedabad (2001-2002) and at Harvard Business School, Boston (2016).

### ●● Prof. Harsh Vardhan

Prof. Harsh Vardhan is a management graduate from XLRI Jamshedpur and has over 35 years of senior management experience in organizations like HCL, ITC, JWT and O&M. As a CEO/Country head of several global and Indian firms, Harsh has turned around several underperforming businesses and led international expansion. He teaches competitive strategy and product strategy and is a business strategy consultant advising organizations on strategic change and growth.

### ●● Prof. Janaki Anant

Prof. Janaki Anant is practitioner turned academician, with over 28 years’ experience of which 23 years have been in senior management roles in organizations such as Oracle Financial Services Software limited, and Accelya Kale Solutions. She has been a professor of business strategy at IIM – Udaipur. She has her post-graduation in management from IIM – Bangalore, and teaches Strategy Process and Implementation, Managing Information Technology Services and Strategic Leadership.

### ●● Prof. Ramani Dorai

Prof. Dorai is a graduate from IIT – Madras, and has been an Information Technology consultant. He brings in 45 years of experience, of which 18 years have been in teaching. He teaches Operations and IT including simulations and labored related work on operations and IT. He has been engaged in innovation work in partnership with Government of Germany.

### ●● Dr. Ramesh Narasimhan

Dr. Ramesh is a graduate from BITS, Pilani, with an MBA from IIM – Bangalore and Ph.D. in technology management from the Bangalore University. He worked in technology-driven corporation and later in a high-tech start-up venture, before moving to the academia. Prof. Ramesh teaches Marketing and Technology Management.

### ●● Dr. Suresh Mony

Dr. Suresh Mony is a recognized Institution builder with a demonstrated track record of leadership in consulting and management education space. With a doctoral degree (PhD) in Management Control Systems, Masters in Finance from Mumbai University and a bachelor’s degree from IIT. Dr. Mony is skilled in Strategic Management, Finance and management control systems. Dr. Mony is the Director of NMIMS – Bengaluru, since its inception.

## What you can expect

The course is designed to enable the participants to

- Identify and interpret various types of innovation opportunities
- Apply foundational concepts and strategies underpinning innovation
- Develop business plans for execution
- Recommend suitable strategies for implementation of innovation in creating change

## Who can attend

This program is most beneficial for experienced owners of companies, senior executives, functional leaders and general managers who represent growth focused organizations including large established organizations, new ventures or growing arms of multinational firms. This program is not suitable for students, faculty members or consultants.

### For further information please Contact

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