



Management Development Program

Workshop On Design Thinking and Innovation

INTRODUCTION

Organizations are in a constant search for new products & services. Increasing business efficiency to remain competitive is often a challenge. Employees need to be on constant vigil in scrutinizing the environment and proactively finding solutions. Design Thinking provides a creative problem solving mechanism with a solution-based approach. It is focused around developing an interest and understanding of the innate needs of people for whom products or services are being designed. The process includes observation and empathy of the target audience.

PROGRAM DETAILS:

The workshop will include group activities, brief case studies, videos and presentations. It will focus on tools & techniques to encourage participants learn the aspects of Design Thinking

1 Day Program

9.30 a.m. to 5.30 p.m.
September 28th, 2019

Fee

Rs. 8000/- per
participant plus 18%
GST


Venue

SIMSR Campus

Pedagogy

Interactive sessions, experiential learning brought alive through cases, classroom discussion and other activities

Contact Details: Shilpa Bhardwaj

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TARGET AUDIENCE

This programme is ideal for

- Mid-level managers in both large & small organisations
- Mid-level managers from Human resources
- Mid-level managers from services
- Mid-level managers from Research and Development



TAKEAWAYS FOR THE PARTICIPANTS

- Understand the process of Observation
- Understand the process of quick prototyping



PROGRAM FACULTY:

Radha Iyer is a Professor in the General Management Area with the K.J. Somaiya Institute of Management Studies and Research (SIMSR). Along with fifteen years of academic experience, she has a decade plus of industry experience with Indian Hotels, Marico and Great Eastern Shipping Company For detailed profile visit: https://www.somaiya.edu/simsr/academic/faculty/0000170057/dr_radha_shyam_ayer/0

Prema Basargekar is an Associate Professor working in the area of Economics and Entrepreneurship Management. She has more than twenty years of experience in academics. She has completed her PhD from BITS Pilani in the area of Impact assessment of Microfinance programmes. For detailed profile visit: https://www.somaiya.edu/simsr/academic/faculty/0000170066/dr_prema_rajeev_basargekar/0

About K J Somaiya Institute of Management Studies & Research, Mumbai

- Graded amongst Top 20 B- schools in India
- 1st Mumbai University B- school to be granted Autonomy
- Well-designed State –of- Art Infrastructure
- PG & PhD Programs
- Excellent Placement Records
- Highly Qualified Faculty with Industry Experience
- Research Intensive Centers of Excellence





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PROGRAMME REGISTRATION LINK

Registration Fee Rs. 8000.00 + 18% GST= **Rs. 9440.00**

Group Discount 10% for three or more participants.



Bank Details for Registration Fee

Beneficiary Name: **K.J. Somaiya Institute of Management Studies & Research**

Type of Bank Account: **Saving Bank Account**

Beneficiary Bank & Branch: **AXIS Bank Branch: Ghatkopar (E).**

Beneficiary IFSC Code/NEFT Code: **UTIB0000029**

Beneficiary Bank A/c No.: **029010100386319**

