Design Thinking and New Product Development

August 12-14, 2019
MDI Campus Gurgaon
Background
Design thinking is a powerful process that facilitates understanding and framing of problems, enables creative solutions, and may provide fresh perspectives on our physical and social landscapes. Not just for architects or product developers, design thinking can be applied across many disciplines to solve real world problems and reconcile dilemmas. It is a tool that may trigger inspiration and the imagination, and lead to innovative ideas that are responsive to the needs and issues of stakeholders.

Few business activities are heralded for their promise and approached with more justified optimism than the development of new products. Successful new products also have the added benefit of revitalising the organisation. Small wonder then that the concept of new product development (NPD) has received enormous attention in the management literature over the past 20 years. The result is a diverse range of literature from practitioners, management consultants and academics.

This programme explores and examines the various models of NPD that have been put forward. It also explains the importance of NPD as a means of achieving growth, to accept the challenges of digitization in which new design criteria in the human–machine relationship, for instance, are increasingly gaining in importance; and to set an inspiring framework in order to enshrine design.

Objectives
This programme would assist participants
- To reflect on the entire scope of design thinking
- To Solve complex challenges through the process of structured design thinking
- To understand how firms can best transform exciting technology into successful new products
- To understand how firms can capture knowledge and creativity and develop successful new products?
- To understand what organizational structures and systems are appropriate for innovation and new product development?
- To understand how incumbent firms can overcome their difficulty with disruptive technologies and compete with newcomers.

Contents
- Introduction to New Product Development
- Design Thinking: Integrating innovation, customer experience and brand value (IKEA Story)
- Product Design: Tools and Techniques (QFD)
- Risk and Resiliency (Reliability and Maintainability)
- New Service Development
- Disruptive Innovation: The Future Ahead

For Whom
This programme is designed for innovators and executives making product design and development decisions mainly at middle and top level management.

Faculty
Core faculty of MDI and experts in this field will facilitate discussions and share their experience.

Venue & Duration
The programme is scheduled during August 12-14, 2019 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI campus from the noon of August 11, 2019 to the forenoon of August 15, 2019.

Discount Policy
With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:
1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees
Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is Rs. 36,000/- (Rupees Thirty Six Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **GST as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of “Management Development Institute, Gurugram (Haryana)”, and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates
The last date for receipt of nominations is July 31, 2019. The last date for withdrawal of nominations is August 02, 2019. Any withdrawal received after this date will be subject to deduction as per the Institute’s rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.
Enquiry
For any Additional information / enquiry, please write to:
Chief Administrative Officer (Programmes),
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Faculty Profile
Prof. (Dr.) Manoj K Srivastava
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Prof. (Dr.) Manoj K. Srivastava s Associate Professor of Operations Management at Management Development Institute, Gurgaon. He obtained his B.E. (Mechanical Engineering) from IIT-Roorkee in 1993 and M.Tech. (Management & Systems) from IIT-Delhi in 1995. He received his Ph.D. in Supply Chain Management from BITS-Pilani. Prior to join MDI-Gurgaon, he was faculty in Management Department at BITS-Pilani. He has handled various positions at MDI like Area Chairperson (Operations Management) Chairman of Executive Management Programme, Chairman of Alumni Affairs and Placement Coordinator for Executive Programmes.
He has been recipient of SEVEN excellence awards at MDI, namely Best Trainer (2008-09), Best Teacher (2009-10), Best Teacher (2011-12), Best Trainer (2012-13), Best Teacher (2014-15), Best Teacher (2016-17) and Best Teacher (2018-19) in last 10 years.
He has taken training sessions in on-campus and in-company MDPs conducted for executives of more than 80 Companies like ABB Limited, ACC, Advanced mid-career training programme for IRS Officers (Additional and Joint Commissioners of Income Tax), AGI Glaspac-Hyderabad, Airports Authority of India (AAI), Amway India Enterprises Private Limited, Arvad Assam Civil Services, Avon Cosmetics, Bajaj Auto Ltd, Bajaj Corp Ltd., Bank of Rajasthan, Bharat Electronics Limited (BEL), Bharat Petroleum Corporation Limited (BPCIL), Border Security Force (BSF), BSEs Rajdhani, Cairn India, Canara Bank, Central Public Works Department (CPWD) (Ministry of Urban Development, Government of India, Central Warehouse Corporation (CWC), Chambal Fertilizers, Confederation of Indian Industry (CII), Corporation Bank, CREST Leadership Academy (Coca Cola-India), DCM Shiriram, Defense Research & Development Organization (DRDO) Ministry of Defense, Government of India), Delhi International Airport (P) Limited (DIAL), Department of Atomic Energy (DAE), Department of Posts (Ministry of Communications & Information Technology, Government of India), Department of Science and Technology (DST) (Ministry of Science & Technology, Government of India), Electronics Corporation of India Limited (ECIL), ELI Lilly, EXL Service, Food Corporation of India (FCI), Fortis Healthcare, Gencap-India, Geological Survey of India, Gujarat, Hindustan International Zinc Ltd., Indian Armed Forces, Indian Railway Personnel Service (IRPS), Indian Statistical Services (ISS), IndianOil Corporation Ltd. (IOC), IOR, Jindal Steel, Jones Lang LaSalle, JSW Energy Ltd., LIC of India, Magneti Marelli India, Mahindra & Mahindra, Maruti Suzuki India Ltd. (MSIL), Mid-Career Training Programme (Level IV for SAG) of Indian Ordnance Factories (OFB), National Banking Institute-Nepal, National Buildings Construction Corporation Ltd. (NBCC), National Cooperative Development Corporation (NCDC), National Thermal Power Corporation (NTPC), Nestle India Ltd., NK Minda Group, NTPC-SAIL Power Company Private Limited (NSPCL)-Bhilai, Oil and Natural Gas Corporation (ONGC), Oriental Bank of Commerce (OBC), Perfetti Van Melle, Perond Ricard-India, Petronet LNG Limited, Punj Lloyd, Punjab National Bank, Punjab State Electricity Board (PSEB), Religare, Roche Pharma, Samsung-India, SAS-India, SBI Cards & Payment Services Pvt Ltd.-Gurgaon, Teli Hydro Development Corporation (THDC) India Limited, Valvoline Cummins Private Limited, Water and Power Consultancy Services Limited (WAPCOS), Wipro, Birlasoft (India) Limited-Noida and Xpress Money Services.
He has been Programme Director for more than 205 MDPs as well, namely Bharat Electronics Limited (BEL), Advanced mid-career training programme (Overseas, Duke University-USA) for IRS officers, Indian Armed Forces, ONGC (Overseas, Groningen, Antwerp, Paris and Frankfurt), Corporation Bank, Central Warehouse Corporation (CWC), NK Minda Group, Punj Lloyd, Defence Research & Development Organization (DRDO), Airports Authority of India (AAI), Magneti Marelli India, Maruti Suzuki India Limited (MSIL), Indian Ordnance Factories, SBI Cards & Payment Services Private Limited-Gurgaon, Delhi International Airport (P) Limited (DIAL) and Global Executive MBA Programme, India Module (in partnership with HHL Leipzig Graduate School of Management, Germany and EADA, Spain).
He is visiting professor at IIM-Lucknow, IIM-Ranchi, IIM-Kashipur, IIM-Sambalpur, Shiv Nadar University-Dadri, Fore School of Management-New Delhi, Centre for Organization Development (COD)-Hyderabad and Haryana Institute of Public Administration (HIAPA)-Gurgaon for Supply Chain Management and Operations Management courses. He is also associated with many consulting assignments in the area of Operations and Supply Chain Management and developing training modules for the client by assessing their training needs.
He has guided more than 235 dissertations in management field for the students of various post-graduate programmes. Three FPM (Ph.D.) thesis in supply chain management have been successfully completed under his supervision and presently other Two FPM (Ph.D.) thesis are in-process under his guidance. He has published research papers and case studies in supply chain field in various national and international journals and authored study material on World Class Manufacturing.
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Management Development Institute Gurgaon is one of the leading Business Schools in India and consistently ranked among the top B-Schools of the country by reputed agencies and publications. MDI has the distinction of being the first internationally accredited Indian Business School having received international accreditation by Association of MBAs (AMBA) London re-accreditation in 2010 & 2015 and South Asian Quality Assurance Systems (SAQS) Re-Accreditation in 2013. The accreditation across the programme offerings vouch for the international quality of education imparted at the Institute.

MDI Gurgaon is a flourishing cauldron of excellence in management education, high quality research, executive development and value added consultancy. Having established its footprint worldwide, MDI’s vision is to become one of the top business schools in the world by incorporating world’s best academic practices in all its programmes, namely management and executive programmes, and training programs for the top management of the corporate world. MDI’s offerings are continuously updated in keeping with the ever changing global business environment, social responsibilities, while setting high standards for all our stake holders.

MDI has consistently focused on designing practice oriented learning and a contemporary industry- focused curriculum, driven by our strong corporate interface. This unique blend of MDI’s global perspective and strong industry linkage contribute towards bringing best practices to corporates, through training programs as well as action-centric research and consulting. Further, it leads to collaborative research in global, cross-cultural areas of management, jointly with top-notch research driven institutions world-wide. This research has led to MDI taking a leading role in business and economic development.

MDI’s 70+ national and international faculty drawn from academicians and industry make the teaching-learning process more meaningful by providing the right mix of practical insights and academic rigour. The Institute is committed towards creating a community which is vibrant and which provides a lifelong learning experience and professional development. MDI offers the following long duration programmes: PGPM, PGF-HRM, PGF-IM, NMP, PGF-EM, PGPM-PT, PGF-PPM & PPM.

Continuing Education
MDI is the largest school for continuing education in the country. Business organizations in today’s world are competing in an extremely dynamic and complex environment. To cater to the need for continuous upgradation of individual and organizational capabilities, with over 45 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year. These include open programs, as well as customized organized specific training modules. These programmes help executives broaden their understanding and improve their skills to face challenges at higher positions. MDI has alliances with international business schools, industry and individual experts to offer joint programmes to address the diverse needs in continuing education.

Research and Consulting
Research and Consulting at MDI are a way to partner with the industry to resolve challenges in an ever changing environment and a way to continuously strengthen the interface between academics and practice. Faculty members independently carry out action research and consulting. MDI has the distinction of being involved in large, complex and high quality consulting projects which help the industry with cost effective, ethical, reliable and high quality solutions of strategic value.

Research is an important constituent of MDI’s vision and mission. Consequently, MDI expects its entire academic community to be research active and to carry out research work of a consistently higher international standard that can contribute to the national goals of innovation, socio-economic development and environmental sustainability. Research can be undertaken directly by one or more faculty members, or through Centers of Excellence, which are independent entities within MDI that carry out research through their members.

MDI’s International Relations
MDI nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, MDI realized the emerging role of international markets and the need for B-schools to groom managers with an international perspective. MDI has active linkages with Queensland University of Technology, Brisbane, Royal Melbourne Institute of Technology (RMIT), Melbourne, University of South Australia, Adelaide, South Australia, Vienna University of Economic & Business Administration, Vienna, Royal Institute of Management Development (RIMD), Copenhagen, Copenhagen Business School, Antwerp, University of Waterloo, Waterloo, Richard Ivey School of Business, Ontario, Huazhong University of Science and Technology (HUST), School of Management, Wuhan, Antai College of Economics & Management, Shanghai Jiao Tong University, China, Cyprus International Management Institute - Nicosia, Cyprus, Copenhagen Business School, Copenhagen Aarhus School of Business, Aarhus, Middlesex University, London, Aston Business School, Aston University, Birmingham, University of Tampere, Tampere, SKEMA Business School, ESCP Europe, Paris EDHEC Business School - Roubaix Cedex 1, Paris, IAE Aix-en Provence, Puyricard, Total Professors Association (TPA), Paris, Toulouse Business School (TBS), Grenoble Ecole de Management, Grenoble Sciences Po Lille, Lille, Bergische Universität Wuppertal, Wuppertal, Frankfurt School of Finance & Management, Frankfurt, IHIL, Leipzig Graduate School of Management, Leopold-Maximilian Business School of Munich, Mforzhheim University, ALBA Graduate School of Business (Greece), Athens University of Economics and Business, Athens, Hungarian Logistics Association, Budapest, University of Szeged, Szeged, Bocconi University, Milan,Universita Carlo Cattaneo, (LIUC), Castellanza, Nagaoya University of Commerce & Business - Nagoya, Japan, Almaty University, Malaysia, Universiti Sains Malaysia, Pinang, Vienna, Groupe d’Institute Management Development (GIMD), Brussels, Entreprenuers - Groupe Iscae, Morocco, Nelson Administrative Staff College, JawaLakhel, Lalitpur, Nepal, Kathmandu University School of Management, Patan, Lalitpur, Nepal, Norwegian School of Management BI, Sandvika, Nordic Centre in India, University of Oslo, RSM Erasmus University, Rotterdam, Lahore University of Management Sciences (LUMS), Lahore, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHFPM), Warsaw, Warsaw School of Economics, Warsaw, ISCTE - Instituto Universitário de Lisboa (ISCTE-IUL), Lisbon, Portugal, The Russian Presidential Academy of National Economy and Public Administration (RANEPA), Russia, Moscow International Higher School of Business "MIRIS", Moscow, University of Maribor, School of Economics and Business, Maribor, University of the Free State, Bloemfontein, ISEM School of Management, Dakar, ZHAW School of Management and Law, Zurich School of Management, Asian Institute of Technology, Pathumthani, The National Institute of Development Administration (NIDA), Bentley College University, Massachusetts, Marquette University, Wisconsin, Milwaukee, North Carolina State University, Raleigh, North Carolina, Robert H. Smith School of Business, University of Maryland, School of Public Policy, George Mason University, Arlington, Virginia, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, Smeal College of Business, Pennsylvania State University. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. In fact, MDI is the first B-school from India to partner with a B-school in Africa. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange.