

VALUE ADDED PROGRAM

IIMBX Online Certification on “Managing Innovation”

(2022-24) Batch

Title	IIMBx Online Certification Course on “Managing Innovation “
Department	Department of Management Studies
Date	19th July – 25 th September’ 2023
Time	Duration (5 weeks)
Speaker Name	Professor Prof. Rishiksha T Krishnan, Professor – Strategy & Innovation, IIM Bangalore.
Brief Description	<p>Department of Management Studies, NHCE offers Digital Learning Programme from IIM, Bangalore for the students who have opted GP Program. The Online course is on “Managing Innovation”. Course Instructors were Prof. Rishiksha T Krishnan and Prof. Vinay Dabholkar, Professor – Strategy & Innovation, IIM, Bangalore. Duration of the Course is 5 weeks. The Structure of the course includes initial online Orientation followed by Mid Exam and Final Exam. Final Grade report was released on 11th September and Batch Conclusion on 25th September’ 2023. The Assessment pattern includes Discussion Forum, Video Views, Time spent on the course, Mandatory Webinar Attendance and Attempting Un – graded Questions.</p> <p>About the Course: ” Managing Innovation”</p> <p>Innovation is often perceived as a positive result of an accident or chance and therefore looked upon as an unplanned phenomenon. But as organisations constantly struggle to maintain a consistent flow of innovation, it is important to explore the means through which innovation can be made an inherent part of an organisation by laying down systematic innovation processes. This IIMBx course, Managing Innovation, explores the ways in which organisations can have new innovations coming up on a regular basis without having to wait for luck or chance to make it happen. The course explains how professionals can switch from an ad-hoc or jugaad way to a more systematic approach to building innovation capacity in their teams or organisations. It also demonstrates how one can build an innovation pipeline, improve idea velocity, and enhance business impact through a simple, 8-steps approach. The course allows learners to explore various ways of sustaining participation in innovation activities which includes Explaining- what is innovation, Outline the importance of innovation in any given organisation, develop a business model and create a business pitch, Recall the 8 steps to</p>

innovation discussed in the course and implement the 8 steps suggested by the course for innovation in their own business contexts.

Images

ORIENTATION SESSION





FINAL EXAM

Program Details

Managing Innovations		
Day, Date Year	Event/Content Release	Timing
Monday, 19 July 2023	Orientation	10.00 am to 10:30 pm
Monday, 19 July 2023	Week 1, 2 & 3	10.30am
Monday, 7 August 2023	Mid Exam	10.30am to 12.00pm
Monday, 14 August 2023	Week 4 & 5	10.30am
Monday, 11 September 2023	Final Exam	10.30am to 12.00pm
Monday, 18 September 2023	Final Grade Report	5.00pm
Monday, 25 September 2023	Certificate Release & Batch Conclusion	5.00pm

