Confederation of Indian Industry
125 Years - Since 1895

iDesign
Pg Program

CII Design Academy

Pg Program

Innovation by Design

Business | Engineering | Design



iDesign

Pg Program



> “Master the know-how of innovation, turn great ideas in to scalable businesses, acquire the skill-set to innovate & lead.”

The ability to innovate on demand is an organizations differentiation to **become a leader** in today’s highly competitive and unpredictable market. The economic significance of innovation and its use as **a strategic business tool** is undisputed in today's business context. Most leading companies list the ability to innovate as one of key core values, yet few are able to internalize and deploy that capability repeatedly. Master the proven cutting-edge innovation practices from leading global practitioners, learn to turn great ideas in to scalable businesses, acquire the skill set to lead innovation programs.

This executive program is meant for professionals and executives engaged in value creation processes within start-ups, businesses as well as public sector organization.

Innovations are organizations capital to be a leader in a highly competitive and unpredictable market. The economic significance of innovation and its use as a strategic business tool has increasingly gained importance in today's business scenario. Most leading companies have introduced innovation as one of their core values.

Drive the Change

The Innovation by Design program has been created in response to **increasing industry demand for appropriately trained Innovation Leaders** who can sustain an **organization's strategic and economic leadership** in the marketplace.

The program's core philosophy is grounded in the notion of **'design thinking'** as an essential catalyst in **transforming and enabling business** and, on a larger scale, society.

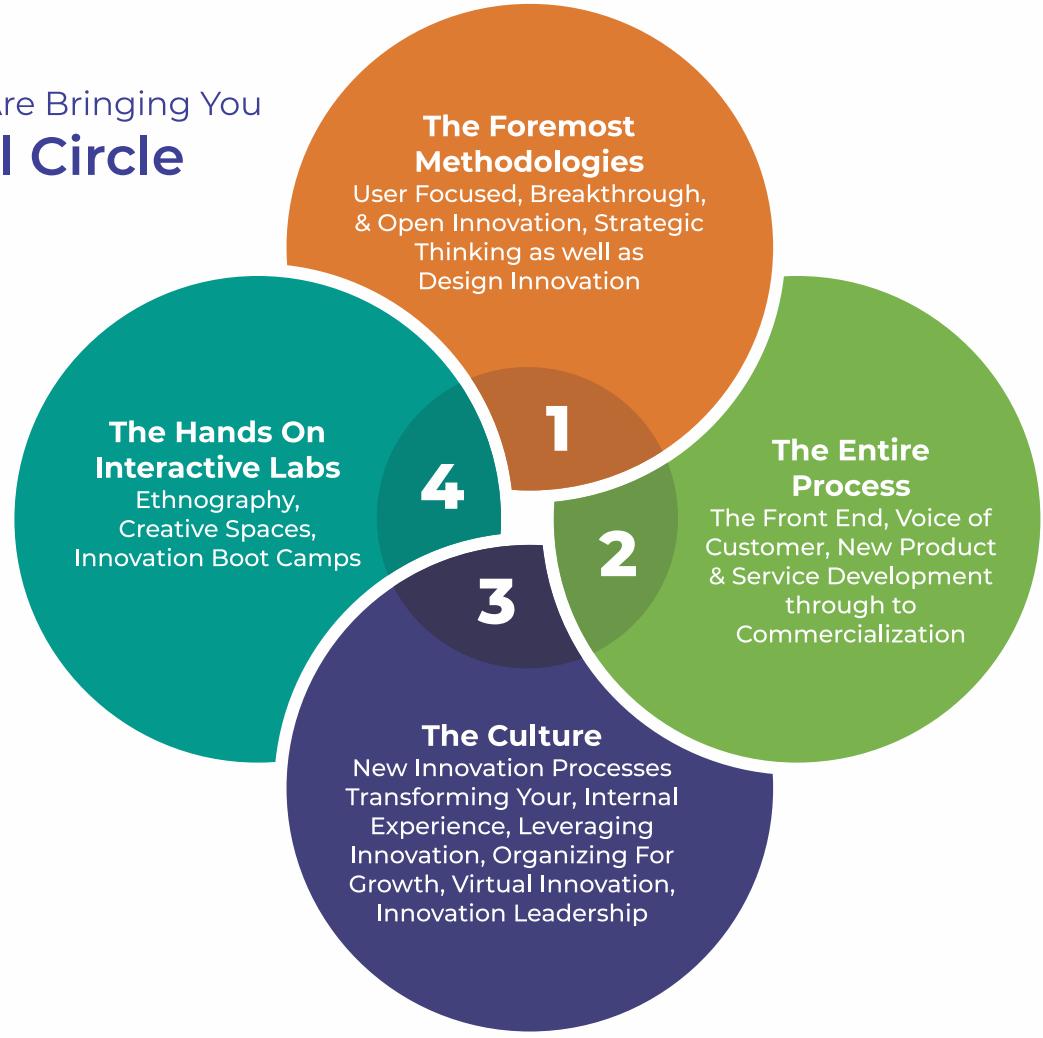
The focus is on **creative thinking**; the pursuit of alternative **innovative solutions** is an underlying trend throughout the entire program. Design takes on the powerful role of a strategic and commercial tool.

Using a conventional **left-brain approach** to **Innovation** requires you to analyze the past to predict the future. But today's complex business problems demand a new approach that this traditional thinking can't solve. In contrast, design thinking based Innovation, typical of a right-brain approach, enables a big picture, long-term view and allows you to break new ground.

In this turbulent, get-real economy, the advantage goes to those who out-imagine and out-create their competitors... the real challenge lies in getting better and better at a different thing: devising solutions to wickedly difficult problems.

This highly experiential, hands-on program offers participants with a unique learning experience to explore new ways of generating strategy using creativity and design principles. They will gain new skills to provoke unique insights and generate, evaluate and develop innovative ideas.

We Are Bringing You
Full Circle



The Program

- A program based on a unique model of innovation that adapts to strategic and operational business needs with a customer focused outlook
- International faculty from world renowned institutions
- Offered in a format that allows you to learn while being able to maintain work, family and social life
- Sponsoring companies will see a return through more motivated employees and the innovation project chosen by the company
- Learn powerful techniques through in-depth learning, hands-on exploration and discussion with your fellow practitioners

Program Outcomes



Better understand the innovation process



Foster an environment that encourages innovative thinking



Develop your ability to commercialize intellectual property



Promote innovation and entrepreneurship in your organization

It is "a shared investment between organizations willing to develop talented people and individuals willing to boost their career"

Program Benefits

1. The program is beneficial for both – Individuals as well as Corporate. Thanks to the combination of project and learning modules you and your company will benefit directly: You will develop new products, services and business models, and create value for your company or your own start-up within the program
2. The program is a combination of theory and strategy contained in a design thinking context
3. An in-program project designed to affect organizational change, an innovation challenge driven by real-world issues that are of vital interest to the corporate
4. Residing at the intersection of business and innovation, we leverage the experience of the faculty and the talent of the student body to develop solutions for the corporate
5. Multi-disciplinary teams study corporate-proposed innovation challenges from many perspectives, including cultural factors, business design, market potential, & technical feasibility



Cluster Structure

You can undergo this course without interrupting your career. The entire program is offered on alternative weekends (Saturday / Sunday) complemented by online content and support for the time in-between.

Unlike traditional programs where students take courses in a sequential order, this program features a cutting edge cluster structure which mirrors how innovation works across functional areas. In our unique approach the relationships between subject matter is leveraged. **Each cluster features a two day contact** which builds upon previous classroom work and sets the stage for the **next cluster of courses. Modules are taught through seminars, lectures, team working, and design workshops.**

In between the clusters, you would be supported by our **unique On-line Learning Management System**, which will help you keep in touch with your tutors and fellow team members and participants.

The most important thing is that **undergoing this program is not at all stressful.** Due care in planning of this program is taken so that the participants enjoy the time they spend with us.



Exceptional Curriculum

- A curriculum that is so distinctly unique, result oriented and focused solely on Innovation.
- A curriculum that is mapped with competencies identified for Innovation.
- The program comprises core modules of theoretical and analytical subjects in areas such as innovation, creativity, team working, and leadership.
- The program covers areas like user observation and research; human factors, analysis, ideation, concept creation, co creation, prototyping, business & strategy skills

Program Modules

This accelerated 12 months executive program is built around 08 modules. Delivered in a studio fashion the modules mirror the unique innovation framework from insight to prototype.

1



Design Thinking & Strategy

This introductory module will explore what makes design thinking such a powerful methodology to solve today's complex business challenges. The module will cover the principles of design thinking, business strategy and will train the participants in techniques for imbibing possibility thinking & developing innovative mindset.

2



Insights

In this module participants will learn the rationale, strategies and methodologies of User Research. The module will include topics like anthropology, sociology, psychology, semiotics, cultural analysis, and context research. Participants will learn how to use methodologies like observation, interviews, focus groups etc to get maximum insights.

3



Problem Framing

In this module participants will be exposed to the different methods of analyzing data, defining problems and identifying patterns and insights.

4



Ideation

This module will help participants to open their minds to the user of their intuition, guide them with methods of thinking of alternative ideas to address problems. Participants will be exposed to methodologies of conducting a structured brainstorming focused on specific problems and their solutions, creative problem solving and systems thinking.

5



Co Creation

In this module participants learn different approaches to actively involve the end users in the innovation process to help ensure that the product or service designed meets their needs and is usable.

6



Prototyping

This module offers participants a broad exposure to prototyping methods. Participants also learn about the social and political issues involved in bringing prototyping into the product / service development life cycle. Participants will acquire competencies like quick prototyping, Scenario building, storytelling, effective communication & feedback understanding.

7

Experience Design

The module will take the participants through service design principles, product – service ecologies, templates for designing exceptional experiences for the customers.

8

Business Model

In this module participants will understand the process of creating & developing business opportunities. Participants will also understand the importance of managing & documenting the innovation process. The module stretches all the way from the pre-idea stage, to the creation of the business ideas, identification of market demand and competitive analyses and finally to issues surrounding the actual branding & launch of the product or service.

Learn from the Masters

The faculty comprises of people who are

- From world renowned institutions across geographies bringing in a truly global perspective and practices to the classroom
- From industry for their extensive, current experience, industry knowledge, and ability to share and teach their acumen in an accelerated format



Learning Management System

Access our World class **"Learning Management System"** powered by **Canvas**. Canvas is the most advanced learning delivery system. It's a platform that is used by more than **3,000 institutions worldwide** including reputed universities like **Stanford University Columbia University, Brown University, Dartmouth University, Cornell University and Yale University.** One of the best things about Canvas is its astounding list of features that no other LMS offers. It creates a unified student experience leveraging the best available resources. Canvas creates opportunities for higher levels of collaboration. It supports individualizing the student experience, and facilitates problem and project-based learning. It will **host learning content, videos, quizzes, tests, and information** that will help participants keep track of their work and assignments, and help parents keep track of what's going on academically with their students.

Participants

The quality of a program is only as good as the quality of its participants. We select only high caliber professionals, drawn from a cross-section of backgrounds, who are looking for new intellectual challenges and a greater understanding of innovation.

Pedagogy

Innovative and Hands-On Pedagogy: Simulations and real business scenario analysis, case studies, integrative work, innovation games, platforms and online support, etc.

Action learning: Your newly acquired competence will lead into action through a Business Consulting Project for your company. During the first year you will conduct an analysis of your industry, and in the second year you will address a key issue of your company and bring strong recommendations to your management

Project Based Learning: Our philosophy of project-based learning enables our participants to gain immediate benefit from learning through working on an ongoing personal and group project.

Close follow-up: You will benefit from an on-going appraisal of the development of yours skills, tutorials, self assessment, personal follow-up and group studies.

Never Stop-Asking: We believe in continuous questioning and being questioned. That is why our motto is "Never Stop Asking".



International Masters



Andreas Schneider

Andreas Schneider is a founding member of the Institute for Information Design Japan - IIDj, where he has been involved in the planning, design, and editing of publications on information design, urbanism, architecture, and mobility since 1999. Early work on interactive geographic 3D visualizations led to a continuing interest in mapping and context-driven interfaces.

He has been teaching full-time at the University of the Arts Berlin, Tama Art University Tokyo, and the Institute for Advanced Sciences Arts and Media - IAMAS, in Gifu Prefecture, Japan. Over the years he has been invited as a visiting faculty, lecturer, and curator of symposia and workshops by the National Institute for Design India, Asian Creative Academy Seoul, Helwan University Cairo, Kadir Has University and Istanbul Bilgi University, Turkey, Aalto University Helsinki, Waseda University Tokyo, Kyushu University Fukuoka and others. He has a long-standing interest in developing tools for structured thinking that support practice and complement education.

As a member of the International Institute for Information Design - IIID, he co-chaired the Vision Plus conferences in Japan and India, and launched in 2018 the Design@Communities Award in a consortium with Tokyo National Art University and the Japanese Institute for Design Promotion.



Caroline Norman

Caroline has over twenty years' experience in design and brand consultancy with seven years as Managing Director of Boxer, a division of The Marketing Store Worldwide, working with a wide range of national brands, charities, SMEs and universities.

A Senior Fellow of the Higher Education Academy, Caroline is Visiting Lecturer and former Programme Director for Birmingham City University's Master's in Design Management which operates out of the UK and Hong Kong. Caroline has pioneered work-based and technology-enhanced learning and has a strong interest in management within the creative industries, the relationships between designer and business.

Her areas of expertise are: Marketing communication, Multidisciplinary design, Research for design and user insights, Design strategy, ROI and analysis, Creativity and innovation, Design and brand consultancy, Design project management, Design business and strategic planning, Small business management, Design consultancy profitability, Creative people management, mentoring and coaching, Work Based Learning.



Inumaru Kazuo

Kazuo Inumaru is a Japanese researcher and consultant based in Milan, Italy. He has been a culture teacher for Italian universities and a cross-cultural human resource consultant and trainer, working mainly in Italy and Japan since 1982 in the field of lean production, organizational knowledge creation and social ethics. He uses design thinking in innovating companies and organisations.

Apart from 37 years in universities in Italy, Japan and Sweden, he has taught and trained top and middle managers in large and medium-sized companies, solving also managerial communication problems between cultures.

He has successfully helped establishing joint-ventures and important business agreements, including technology transfers and know-how transfers. Inumaru has been a coordinator of consultant teams in transferring Japanese managerial tools to Europe and many major Italian companies have benefited from this experience.

This long experience has given him the perspective of identifying the right design perspective in modelling an organization structure most suited to adapt to the market conditions and the competence needed in the employees to satisfy and go beyond customers' need and wishes. Omotenashi and Ikigae are used as tools in this modelling.



Michael Thomson

As a design strategist and facilitator Michael helps businesses and organisations around the world to evolve their visions and strategies for growth. In addition to his on-going consultancy work for an international client list of design consultancies and design commissioning clients, operating principally in the fields of design strategy, design leadership and national and regional design policy, from 2005 to 2009, Michael served as Vice President and President of BEDA, (the Bureau of European Design Associations).

During this time he led the lobby to successfully encourage the Commission to include design in its innovation policy.

Michael subsequently authored the European Commission's European Design Leadership Board Report, 'Design for Growth and Prosperity' helping to unlock some €25m for design at the European level. Since May 2019, he has been commissioned as BEDA's Consulting Managing Director. In 2013, Michael was appointed as inaugural 'Japan Design Ambassador' by the Japan Institute of Design Promotion and an Honorary Fellow of Aalto University, Helsinki. In 2014, he was awarded an Honorary Doctor of Arts by the University of Brighton in recognition of his "significant contribution to design" in Europe.



Michele Straniero

A sincere and deep-rooted passion for the world of design allows Michele to leverage his inclination for forging and nurturing new business relationships, navigating and embracing cultural diversity in search for always new opportunities for collaborative industrial endeavours and innovative business initiatives. An Industrial Automation Engineer by training he soon shifted professionally to project management and business development, initially for FCA group, setting up robotized powertrain assembly lines in Canada, USA and Brazil, and finally, opening up and running the first Comau subsidiary in China.

After joining Pininfarina in 2005 he dedicated most of his time exploring and paving the road to Russia, Japan, Iran and finally to India where he activated exciting collaborations with NID in Ahmedabad and Tata Motors in Pune. In 2010 he started up and managed the first, and very successful, Pininfarina studio in Shanghai. More recently he activated North American operations of Icona Design and then, after briefly coming back in 2018 to Pininfarina to support its operations in southern California, he started his own management consultancy practice focusing on the vibrant EV/AV and new mobility ecosystems.



Shunsuke Ishikawa

Shunsuke is Partner of KESIKI inc, an impact & transformation design firm focuses on fostering 'kind economy'.Prior to co-founding KESIKI - he was a Head of Design/Strategic Design Director at BCG Digital Ventures and a founding member of IDEO Tokyo. Where he lead and built teams as Design Director and PDD innovations as Creative Lead. Shun advises senior executives of start-ups and large companies. He also serves as a professor and a program director of the Creative Leadership program at Tama Art University.

An industrial designer by training, Shun has earned numerous design awards and has exhibited work in Tokyo including Designers Block, Milano Salone in Italy and Good Design Award. He has participated in several design awards such as Good Design Award and D&AD. His books, Future of Work and HELLO, DESIGN are widely read in Japan. He is also one of the designers selected by Forbes Japan under "39 Designers who impact the World". Shun holds a BA degree from Central Saint Martins College of Arts & Design in the UK.



Simon Bolton

Professor Simon Bolton is a graduate of the Royal College of Art and is an internationally acclaimed researcher, author and innovation consultant. Simon has worked nationally and internationally promoting the role and use of design and innovation with government organisations in Europe, Asia, South and North America. He has extensive experience of working in Europe, North America, South America and Asia for local and global brands such the BBC, Sky, Procter and Gamble, LG Electronics, Kia Motors and Panasonic.

He specialises in helping companies to drive profitable growth by supporting them to improve and develop their business performance through maximising their innovation capabilities. Simon is currently a non-executive director for three businesses in the creative industries, professional businesses services and IT sectors. One of his co-products - the 'Pinch Pull' Bag Dispensing Unit – is used in Tesco and Sainsbury's by over 15 million people a week.

Simon's Business Plus principles have been used to set up the £1m funded Productivity and Innovation Centre at Edge Hill University in the UK, that supports over 100 SME growth companies a year. His “Innovation Sprint Process” has helped participants achieve between 20 – 40% growth, launch new successful products and services and employ new staff.

Simon will share with you over 20 years of practical experience of using design thinking tools and innovation sprint processes to help individuals, teams and organisations ask the right questions, address ill-defined problems and make sense of complex business challenges.



Surya Vanka

Surya Vanka is a transdisciplinary designer who has worked at the leading edge of physical and digital experiences for over 25 years. He is founder of Authentic Design, president emeritus of the Seattle Design Festival, chair of Industrial Designers Society of America (IDSA) prestigious 50th Anniversary conference, and chair of Interaction Design Association (iXDA) Interaction Week 2019.

Surya was director of user experience at Microsoft for over a decade leading the central design excellence team, a tenured professor of design at the University of Illinois at Urbana-Champaign and a fellow at the highly respected Center for Advanced Study.

Surya has facilitated design leadership programs including UX Leadership Program, PARK Raymond Global Design Leadership Retreat, DMI Design Value Scorecard. He led the annual Microsoft UX Day and Microsoft UX Awards for over a decade, helped shape the influential industry framework, the UK Design Council Double Diamond. Surya won the Microsoft Engineering Best Practice Awards twice, Ohio State University 50th Anniversary Distinguished Design Alumnus Award, Microsoft Achievement Award, the Accessibility Achievement Award, the World Brand Congress Leadership Award, and several other industry recognitions.



TJ Kim

TJ Kim is a professor of industrial design at Purdue University, teaching strategic product development process and methods. He is also a founder of “Wonder Makerspaces,” a Global Maker education platform that focuses on experiential learning through technology. Before joining Academia, he has also worked at consultancy and corporate for more than 18 years as a design leader, delivering leading-edge products and business solutions. His works have won over 30 international design awards, hold more than 60 US patents and designed about more than 300 products. He has been involved with various universities and design communities, giving lectures on design thinking, maker education, technology integration, and coordinating many innovation workshops for non-designers and community organizations.

TJ's research interest is the design commercialization, makerspace, and micro manufacturing movements, and developing innovative community platforms that allow students to gain real industry experience and knowledge by collaborating with others and sharing their expertise.



Vanja Garaj

Dr Vanja Garaj is Head of Design at Brunel University London, where he also teaches on the Professional Design Studio module within the MSc Integrated Product Design programme. His teaching promotes goal-oriented experimentation, while placing emphasis on design process and practice-based approach in collaboration with industry. He co-ordinated a number of live project briefs, across design fields, with organisations including Cancer Research UK, NHS, Pan Macmillan, Help for Heroes, Friends of the Elderly, Corney & Barrow, Shell, Ibis and BT.

Dr Garaj's research is aimed at design, development and evaluation of innovative systems, products and services, with the focus on digital and digital-physical domains and the application of the latest technology. The current research and innovation projects include Inclusive Immersion, funded by Engineering and Physical Sciences Research Council (EPSRC), StoryFutures, StoryFutures Academy and StoryFutures China, funded by Arts and Humanities Research Council (AHRC), Impacting Business by Design, funded by Research England, and Co-Innovate (Brunel Co-Innovate Journeys and Bridging the Gap), funded by European Regional Development Fund (ERDF) and Greater London Authority (GLA). Dr Garaj holds a BSc in Product Design from University of Zagreb, Croatia and a PhD in Systems Engineering (Human Factors) from Brunel University London, UK.

Teaching Topics: Product Design, Service Design, Experience Design, Design Thinking, Academia-Industry Collaboration in Design



Yuta Inoue

After working at McKinsey as a management consultant, he became an independent consultant, supporting corporate transformations. In 2014, he joined TBWA HAKUHODO and founded its startup studio, quantum, where he worked as CSO and CIO in charge of joint business development, innovation consulting, and investment.

He also has experience in social, public, and academic partnerships, such as establishing a foundation to support the leadership development of youth affected by disasters, initiating the Ministry of Education's first public-private collaboration "Tobitate! Study Abroad Initiative" and supporting the SDGs Design Unit as a visiting associate professor at Kyushu University.

He joined KESIKI in 2020, co-leading design transformation and culture design projects. He is a member of the jury and unit leader of GOOD DESIGN AWARD.

Fee Structure

Indian Nationals (CII Members)

	Fee	Discount	Discounted Fee
Monthly Module wise	₹ 20000		₹ 20000
Full module	₹ 240000	15%	₹ 204000

Indian Nationals (Non Members)

	Fee	Discount	Discounted Fee
Monthly Module wise	₹ 25000		₹ 25000
Full module	₹ 300000	15%	₹ 255000

Foreign Nationals

	Fee (USD)	Discount	Discounted Fee
Monthly Module wise	$ 400		$ 400
Full module	$ 4800	15%	$ 4080

- More than Two: 5% discount on each registration
- Group of Five: 15% discount on each registration



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CII Design Academy
The Mantosh Sondhi Centre 23, Institutional Area,
Lodi Road, New Delhi - 110 003 (India)
+ 91 11 45771000 / 24629994-7 info@cii.in

Connect with
Ms. Pooja Sanchala
+91 9999850950
pooja.sanchala@cii.in

