NEW PRODUCT INNOVATION
3-day course- 5TH, 6TH, 7TH July

INTRODUCTION
New Product Innovation, is the first of our seminar courses on ‘Innovation by Design’ which acquaints you with three key aspects of product innovation -- creative ideation, collaboration and a checklist for innovation. The course thus equips you with the basic tools of thinking out of the box in order to come up with new, successful products. Ideas are the very seed of innovation. Creative ideation is where innovation originates and finds direction. In this course, we will share with you valuable research-based insights on creativity in product innovation. Working with the help of analogies is a key aspect of ideation discussed in this context. Ideas can turn into innovative products only when designers come out of the confines of their own imagination to work with other people who are skilled in different domains. Collaborative working has become most essential in the present world of rapid change and technological variation. Such a process of innovation can hardly be without its challenges. In order to anticipate, minimize and meet these challenges at different stages in the process of innovation, it is important that innovators have a ready checklist containing critical minute points that go a long way in making a new product innovative.

COURSE OUTLINE
Each of the three components of the course will be taken up in detail during the course with relevant case studies. Thus, day one will deal with creative ideation, day two will be focused on collaboration towards innovation and day three will acquaint you with a checklist for innovation.

WHO MAY BENEFIT
This course is for innovators and change-makers at all levels: Marketing managers, CEOs, R&D personnel and entrepreneurs in a range of fields may benefit from may benefit from this course. Students of engineering, management and related areas will also find this course useful.

Last date for registration: 21st June 2018
Course fees: Rs. 35,000
FOLLOWING COURSES

‘Innovation by Design’ series.

16th, 17th & 18th August 2018: 'Design thinking and Innovation'
Design thinking is being recognised and adopted across a range of sectors the world over for the novel methods it brings to solution-finding and innovation. At the heart of design thinking is a deep concern for the user. This course highlights such a method of functioning and acquaints you with the key concerns in the innovation process led by design thinking. It aims to familiarize you with the tools of the designer that make innovation possible in any domain.

27th, 28th & 29th Sept 2018: 'Creative Ideation- The Key to Innovation'
At every stage of the innovation process the team members have to be creative and this can be achieved by conscious decisions during the innovation process. The participants will get hands on experience on synectics which is a creative tool for new product innovation.

18th, 19th & 20th Oct 2018 : 'Methodology for disruptive Innovation'
This course particularly focuses on making continuous innovation happen. What makes possible such disruptive innovation at regular intervals? Through a series of case studies, we elaborate on the methodology for "serial innovation" in any given sector.

22nd, 23rd, 24th Nov 2018: 'Innovation in Aesthetics and Styling'
This course will have a special focus on form, which often becomes a decisive and distinguishing aspect of a product. Form is an embodiment of the product's qualities and serves as a first interface between the product and the user. The course will have two main components: form generation and form perception.

For registration visit https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=951