



भारतीय प्रबंध संस्थान इंदौर  
Indian Institute of Management Indore

# Certificate Programme in **Design Thinking & Innovation for Business Excellence**

Programme by IIM Indore



Marketing Partner

jaro education



## RETHINKING DESIGN INNOVATIONS: From Improving Efficiency to Building Prototype

“

The global Design Thinking market size is expected to expand at a **CAGR of 7.25%** during the forecast period, reaching **USD 10500.0 million by 2030**.

\*Market Watch

”

In the realm of design innovations, there has been a notable shift in recent years, prompting a re-evaluation of traditional approaches. While earlier approaches relied on the designer's or client's perspective on the problem to be solved, the emphasis is now on focussing on the end user's perspective on their pain points and needs. This shift represents a significant departure from the linear design process, enabling designers to explore and experiment with new ideas in tangible forms. Rapid prototyping allows for iterative testing, gathering valuable insights, and fostering a user-centred design approach. By embracing this reimagined perspective, designers can unlock the potential for groundbreaking innovations.





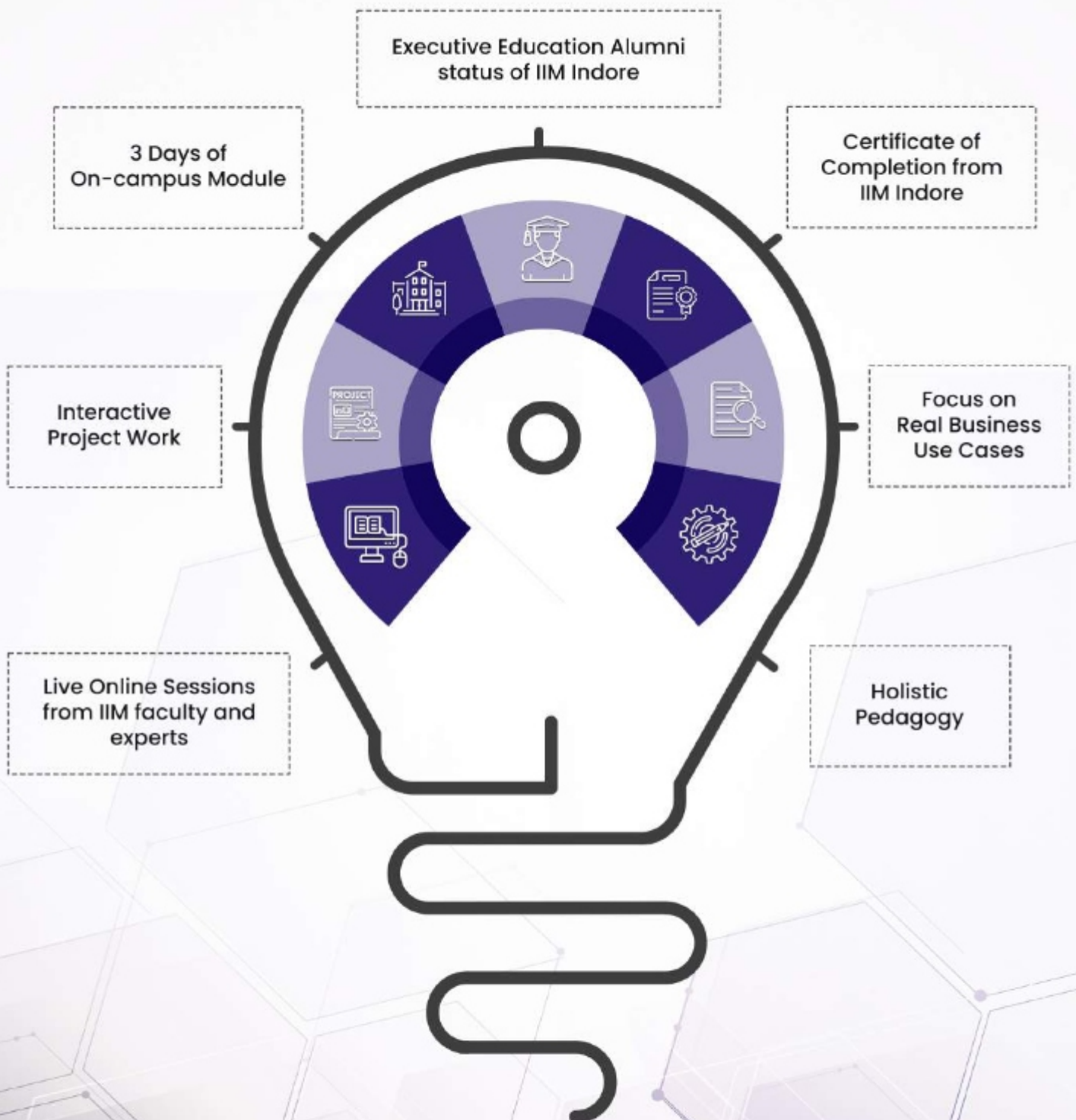


## OVERVIEW

In today's competitive business, organizations face the challenge of tackling intricate problems and complex problems. To achieve business excellence, it is crucial for organizations to cultivate a strategic mindset and expand their repertoire of problem-solving techniques to foster innovation. Design thinking has emerged as a preferred method for addressing complex issues. It adopts a human-centred approach to problem-solving, emphasizing empathy, ideation, and rapid prototyping to generate creative and groundbreaking solutions. The Certificate in Design Thinking and Innovation for Business Excellence has been specifically crafted to provide learners with the necessary knowledge and skills to gain a strategic edge in business. By emphasizing innovation and problem-solving, this programme helps learners to excel in leveraging creativity & innovation to solve intricate challenges. The approach is about achieving excellence through creative problem-solving.



## PROGRAMME HIGHLIGHTS





## PROGRAMME OBJECTIVES

- Comprehend the significance of a strategic approach for business excellence.
- Recognize the role of innovation in creating a competitive advantage.
- Appreciate the potential of design thinking to foster innovation.
- Cultivate a design thinking mindset to stimulate innovation and solve intricate problems.
- Gain insight into alternative methods of achieving business excellence.

## PROGRAMME CONTENT



Strategy and  
Business Excellence



Design Thinking  
for Business Excellence



Systems Thinking  
for Business Excellence



Strategic Leadership,  
Human Capital  
and Business Excellence



Creativity, Innovation  
and Entrepreneurial  
Orientation



Platforms and  
Innovation



Corporate  
Entrepreneurship



Organization Design  
for Excellence



Intellectual Property for  
Innovation and Business  
Excellence



Developing Business  
Excellence Capabilities



Business Excellence and  
Internationalization

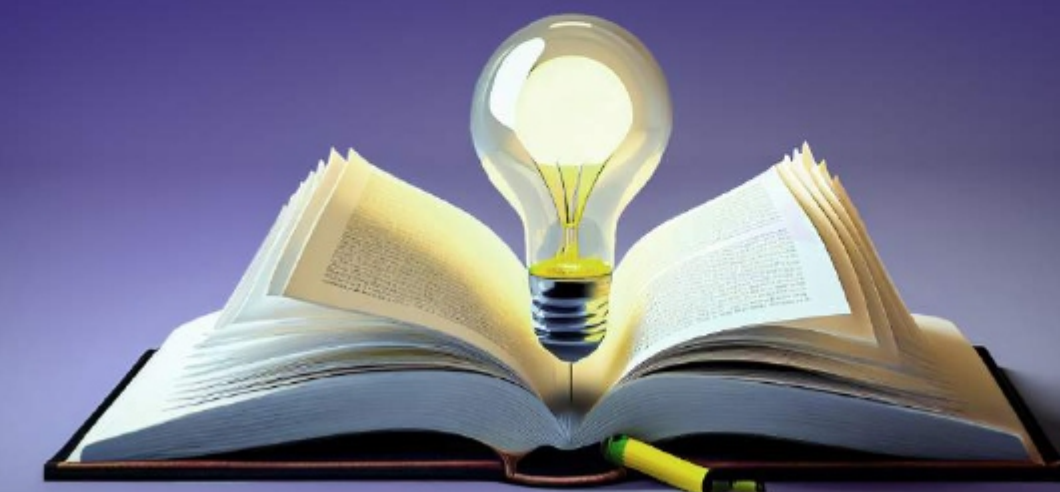
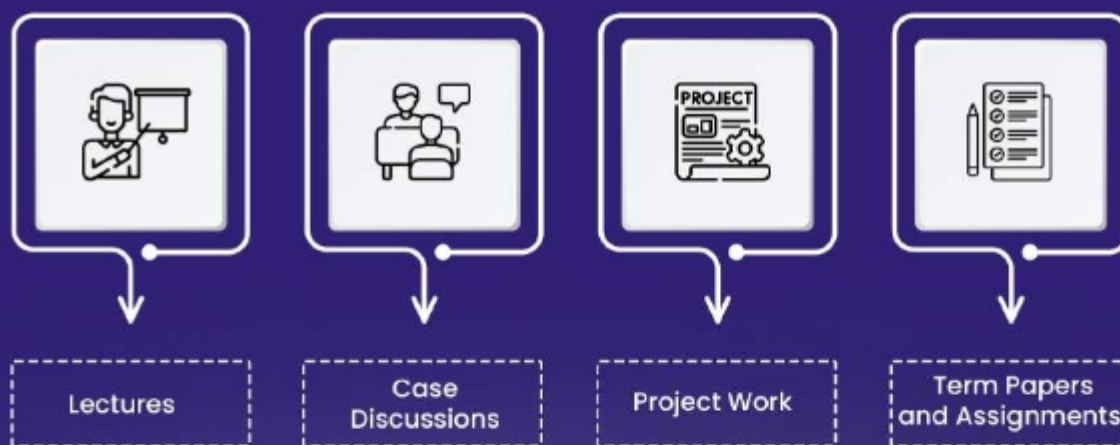
\*Courses are subject to change at IIM Indore's discretion.



## LEARNING OUTCOMES

- 01 Align strategy with business excellence goals.
- 02 Foster creativity and innovation for business excellence.
- 03 Master design thinking principles and practices.
- 04 Prioritize HR and leadership for business excellence.
- 05 Harness organizational design for business excellence.
- 06 Navigate business excellence in international contexts.

## PEDAGOGY





## Programme Details

### Session Duration

10 Months | 100 Hours (80 Sessions)

### On-campus module

3 Days Duration (12 Sessions)

### Session Timings

#### Sunday

- 1<sup>st</sup> Session: 2:30 to 3:45 PM
- 2<sup>nd</sup> Session: 4:00 to 5:15 PM



**Application Closure Date** | 30<sup>th</sup> April 2024

**Commencement Date** | 5<sup>th</sup> May 2024

The time gap between two consecutive sessions is to give the participants a break. On some days, the classes may extend beyond the mentioned time. In addition to attending interactive sessions, participants have to undertake online quizzes, assignments, and examinations.





## Programme Fee Details

### PROGRAMME FEE STRUCTURE

Registration Fee: 2,500/-

**Total Programme Fee**

**INR 2,00,000/-**

### INSTALMENT PATTERN

**Instalment 1** (Payable at the time of admission)  
INR 1,00,000/- (5 days from date of offer)

**Instalment 2**  
INR 97,500/- (5<sup>th</sup> July 2024)

\*Programme fee is exclusive of GST

**Easy EMI Options Available\***



## ADMISSION & EVALUATION CRITERIA

### ELIGIBILITY

Diploma (10+2+3)/ Graduate / Post Graduate from Universities recognized by the Association of Indian Universities with minimum 50% marks in either diploma or graduation or post-graduation (or its equivalent) with at least five years of work experience.

\*Internships and Trainee experiences are not considered full-time work experience.

### ATTENDANCE CRITERIA

Participants are expected to attend all sessions of a given course. They may take leave on account of emergencies, subject to the approval of the Programme Coordinator. However, 75% minimum attendance requirement would be considered for the final grading. For less than 75% attendance, grade cut as per the norms will be applied.

### EVALUATION METHODOLOGY

The performance of participants will be monitored through continuous evaluation using quizzes, assignments, tests and examinations. The participant is required to score the required minimum marks/grades as decided by the Institute from time to time to complete the course.





## EXECUTIVE EDUCATION ALUMNI STATUS – IIM INDORE

The participants who will complete the programme successfully will be eligible for the Executive Education Alumni status of IIM Indore. They will be required to apply separately for this along with the necessary fee to register their name. Current alumni membership plans are as follows:

2-year membership – INR 1,000/- + applicable taxes

Lifetime membership – INR 10,000/- + applicable taxes

### BENEFITS AVAILABLE TO EXECUTIVE EDUCATION ALUMNI:

- Have access to brochures and newsletters from IIM Indore.
- Access to the IIM Indore Campus Library (onsite access only).
- Official email ID of the institute.

Mere successful completion of the programme, application submission, and payment of the fee does not entitle a participant to be eligible for executive education alumni status. IIM Indore reserves the right to confer executive education alumni status.

IIM Indore reserves the right to modify the above conditions at its discretion at any time without notice. Only the courts at Indore will have the territorial jurisdiction to try any disputes arising in respect of the Executive Alumni membership being granted.



Participants who successfully meet the evaluation criteria will receive the prestigious '**Certificate of Completion**' from IIM Indore.



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INDIAN INSTITUTE OF MANAGEMENT INDORE



प्रमाणित किया जाता है कि  
प्रतिभागी का नाम  
ने महीना वर्ष से महीना वर्ष के दौरान  
भारतीय प्रबंध संस्थान इंदौर द्वारा  
आयोजित अवधि का ऑनलाइन  
प्रोग्राम का नाम  
सफलतापूर्वक पूर्ण किया।

This is to certify that  
**Name of Participant**  
has successfully completed the **Duration** online  
**Programme Name**  
conducted by  
the Indian Institute of Management Indore  
during **Month Year** to **Month Year**.

कार्यक्रम समन्वयक  
Programme Coordinator

एग्जिक्यूटिव डीन, कार्यशाला शिक्षा  
Associate Dean, Executive Education

निदेशक, भा. प्र. सं. इंदौर  
Director, IIM Indore

\*The sample certificate is indicative. The Institute reserves the right to revise it.





## CAREER ASSISTANCE

### Profile Building

Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.

### Resume Review

Moving forwards with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.

### Placement Assistance

Get Career assistance as per the profile and preferences. On an average, get 5-6 job recommendations to enhance quality employment opportunities.

### Career Enhancement Sessions

Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.

Note: IIM Indore or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career services are simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the career services described here. IIM Indore is not involved in any way with the career services described above and offers no commitments.



# CAREER





भारतीय प्रबंध संस्थान इंदौर  
Indian Institute of Management Indore



The Department of Higher Education, Ministry of Education, Government of India established the Indian Institute of Management Indore (IIM Indore) as an institution of excellence for imparting high quality management education. IIM Indore is recognised as a premier management institution, comparable to the best in the world for teaching, research and consulting with industries. It was established in 1996 and is promoted and nurtured by the Ministry of Education, Government of India. IIM Indore is an institute of national importance under the Indian Institutes of Management Act 2017.

IIM Indore strives to provide the contextual world class education to its students by interfacing with the industry, government, and partnering institutions across the world. The institute is committed to promoting excellence in management education and research that benefits society as a whole.







### **Prof. D. L. Sunder**

B.E. (Mysore Uni.), M.B.A. (Bangalore Uni.),  
M.S. (BITS, Pilani), Ph.D (IIT Madras)

Dr. D. L. Sunder is a full time Visiting Faculty (on contract) in the area of Strategic Management and Entrepreneurship, Indian Institute of Management Indore.

He has more than 30 years of Industrial, Teaching and Consulting experience. He worked in various organizations like HMT Ltd., Indian Carburettors Ltd etc., before moving to teaching. He served as faculty at Hindustan College of Engineering, and Sathyabama Engineering College before joining Regional Engineering College Tiruchirappalli, as Professor in the Department of Management Studies. He was Director, National Institute of Fashion Technology, Hyderabad before joining IIM Indore, as professor in the area of Strategic Management. He was also a visiting faculty at BIM, Tiruchirappalli, and guest faculty at IIT Madras.

At IIM Indore he held various positions like Dean (P&D), Chair – Research & Publications, Chair – Hostel and Student Affairs and Chair – Strategic Management Area.

Dr. Sunder has a number of publications to his credit in national and international journals. His areas of interest are Strategic Management, Entrepreneurship, Mergers & Acquisitions, Innovation and Scenario planning. He has offered consultancy to SMEs, UNDP, World Bank, State Government Departments and Central Government Ministries /organizations.



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**18+**  
Top NIRF Ranked Indian  
Institutes & Universities

**10+**  
Top QS Ranked Global  
Institutes & Universities



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Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODI Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

Best Digital Learning  
Innovation Award



World HRD  
Congress

National Best  
Employer Accolade



World HRD  
Congress

Edtech Leadership  
Awards

OUTLOOK BUSINESS



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Awards 2023

India's Most Trusted  
Online Higher Education Company

Jaro Education is an edtech pioneer and online higher education company that specializes in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programs catering to domains such as Doctorate & Ph.D, Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.







# jaro education

## **Connect With**

Our Admission Representative Now!

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🌐 [www.jaroeducation.com](http://www.jaroeducation.com)

## **JARO EDUCATION'S PRESENCE**

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