

Management Development Program on Design Thinking Symbiosis Centre for Information Technology, Pune

We live in a world where rapid technology advances are creating repeated disruptions in the business environment. Products and services which were the latest in the market become obsolete in a span of a few months. These technology changes have resulted in consumers looking for enhanced experiences, rather than innovative products. For industries to compete and stay relevant in such dynamically changing environments, the challenge is to rapidly innovate their product / service designs which will help in ensuring outstanding customer experience. This is where Design Thinking comes into focus. The **Fortune's 2018 Business by Design** list has 25 companies from across industry domains which have used Design Thinking very effectively to repeatedly disrupt the market. These include Apple, Amazon, Google, Microsoft, Tesla, Instagram, Nike, Samsung, Ford, Audi, Hyundai, Starbucks, Ikea, Huawei, Philips and many more.

<http://fortune.com/2017/12/22/business-design-apple-airbnb-tesla/>

The remarkable and consistent success of the above-mentioned companies is because design has evolved beyond designing and developing products. Today's VUCA (Volatile, Uncertain, Complex and Ambiguous) world has compelled organizations to bring in multi-disciplinary approaches to disrupt rather than incrementally innovate to address these challenges. Organizations now want to learn *how to think like designers* and apply design principles to the workplace itself. Design thinking is at the core of effective strategy development and organizational change.

Design thinking is about creative problem solving. It is interdisciplinary and collaborative in nature. It teaches effective communication across different media. It is human centered. It is context-dependent and culturally aware. Design thinking is experiential and changes with each problem or challenge. As the world evolves and moves into the Digital era, the challenges will evolve and organizations have to make sure they keep up with the changing landscape of design.

Keeping the above perspectives in focus, **Symbiosis Centre for Information Technology, Pune**, has developed a comprehensive two-day Design Thinking workshop. The workshop is aligned to address design challenges in the corporate world and provide participants with a design thinking framework and accompanying tools to successfully implement customer focused design approaches.

Highlights of the program

- Experiential workshop mode with more than 90% of the program being activity-based.
- Focus on the overall process of Design Thinking
- Journey through real-life Industry focused design challenges, summing up with a first cut prototype of the design.
- Two-day workshop

“Design-thinking firms stand apart in their willingness to engage in the task of continuously redesigning their business...to create advances in both innovation and efficiency—the combination that produces the most powerful competitive edge.” — Roger Martin, author of Design of Business.

*“Design can help to improve our lives in the present. Design Thinking can help us chart a path into the future.”
— Tim Brown, CEO and President IDEO, author of Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*

Who should attend this workshop

Industry professionals from any domain (such as IT / Telecom / Banking / Finance / Insurance / Manufacturing / Healthcare, / Retail etc.) with at least 5+ years of industry experience and who are preferably customer / client facing will benefit the most from this workshop.

Workshop Schedule

Date	Time	Venue	Trainers
4 th and 5 th May, 2019	9.00 am - 5.00 pm	Symbiosis Centre for Information Technology, Symbiosis Infotech Campus, P-15, Pune Infotech Park, Phase 1, Hinjawadi, Pune 411 057	Dr. Mandaar B. Pande, Dr. S. Vijayakumar Bharathi, SCIT, Pune

Workshop Fees: Rs. 8,000/- plus 18% GST per participant (includes workshop kit, lunch and refreshments)

Registration Form: Please register yourself at the below mentioned link:

<https://goo.gl/forms/5quetCOhkQ1qifdt1>

Payment Type	NEFT
Beneficiary Bank Name	Bank of India, Karve Road Branch Pune – 411 004, Maharashtra, India
Beneficiary Account Name	Symbiosis Centre for Information Technology
Type of A/c	Savings
Beneficiary Account Number	050310210000028
IFSC Code Number	BKID0000503
Bank Code	013
Branch Code	0503

Participants are requested to email their payment TRANSACTION-ID number to Ms. Kavita Pawale at placementcoordinator@scit.edu marking a copy to Ms. Uma Khapre at accounts@scit.edu

A payment confirmation mail will be sent to participants within 24 hours

Last date for registration: 27th April, 2019

Number of participants per batch: 20-30 **

****A minimum of 20 participants are required to conduct the workshop.**

- In case the registrations are less than the minimum number required, SCIT would announce revised dates for the workshop.
- In case, the program is cancelled by SCIT due to any unavoidable circumstance(s), full refund of the registration fees will be made to the registered participants.
- In case a participant cancels the registration, the fees will be carried forward to a future workshop valid for a period of 1 year from the date of registration.

About the Trainers

Dr. Mandaar B Pande

<https://www.linkedin.com/in/mandaarpande/?originalSubdomain=in>

Currently, Professor at Symbiosis Centre for Information Technology, Pune. After completing a Ph.D. in Theoretical Physics on practical uses of Nonlinear phenomena in Nonlinear Optics from the Central University of Hyderabad, Dr.

Mandaar B. Pande has around 25 years of total experience with 20 years in the IT industry and 5 years teaching Information Technology, Electronics, Digital Communications, Physics to Engineering and Management graduates and undergraduates.

His experience in the IT Industry has been with Wipro and Tech Mahindra. He has worked on numerous projects and large programs specifically addressing the Non-Functional and Performance Engineering and management related space. He has focused experience in Technical Pre-sales, Non-Functional Architecture, Consultancy, Technical Delivery and Program Management. He has participated and presented technical papers in international conferences. He brings in significant experience on creation of high-performance teams and managing large centres of excellence.

At Wipro, he was globally heading the Performance Engineering Practice from 2013-17 leading a team of over 550 technical consultants. He has conducted behavioral workshops for middle and senior management cadres including Design Thinking, Account Mining, Learning Agility and Leadership Communications.

He was a faculty at BITS, Pilani from 1994-97 and moved back to academics in 2017, having joined the Symbiosis Centre for Information Technology, which is a constituent of the Symbiosis International (Deemed) University. He teaches all IT subjects with additional focus on Data Science and Data Analytics.

His current research interests are in Quantum Computing and Quantum Information, which is a cross-disciplinary area encompassing Quantum Physics, Computer Science and Digital Communications.

Dr. S. Vijayakumar Bharathi

<https://www.linkedin.com/in/vijayakumar-bharathi-3ab67014/?originalSubdomain=in>

Dr. Vijayakumar Bharathi. S is a Post Graduate in Commerce in Management. He earned his Ph.D in Computer Studies from the Symbiosis International University (SIU), Pune in the area of ERP Risk Assessment for SMEs. He is an ICWA (Inter) Qualified from ICWA, India.

He has over 25 years of experience including 5+ years in the Industry at an Indo-Swiss JV manufacturing textile machinery company. While at this company, in addition to his core functions of Costing & Banking, he was a part of the Task-Force on Business Process Mapping and MIS Reporting as part of the company's ERP Initiative.

On the academic front he has taught a wide range of courses in commerce and management at reputed institutes in Coimbatore, Mumbai and Pune. He is an SAP-ERP trained and certified (SAP-TERP10 and SAP-Business ByDesign) faculty on Business Process Integration from SAP. He has over fourteen years of experience in successfully planning, developing and conducting end-to-end SAP curriculum using SAP R/3, ECC 6.0, SAP ByD, S/4 HANA, and SAP Analytics. He has conducted ERP, Design Thinking and Analytics Workshops for Faculty Members in India, Malaysia, Singapore, Hong Kong, Mongolia, Myanmar and Australia.

He has over 80 publications in the form of research papers, conference proceedings and case studies covering contemporary issues in ERP, General Management, Social Media and HR. The case studies are published in the Case Centre (formerly ECCH) and PMI, one of which featured in the top 20 most viewed cases in the world in 2008. He is a reviewer of journals in Springer, Emerald and IGI Global.