CELEBRATING 60 AMAZING YEARS

AHMEDABAD MANAGEMENT ASSOCIATION®

Programme on

Innovation:
From Idea to the Marketplace

Wednesday, June 14, 2017 - 9.30 a.m. to 5.00 p.m.

Venue : Torrent -AMA Management Centre, Core-AMA Management House
Dr. Vikram Sarabhai Marg, AMA Complex, ATIRA Campus, Ahmedabad 380 015

"Innovation is the specific function of entrepreneurship. A management that doesn't learn to innovate will not last." - Peter F Drucker

Innovation is the key to future success in business. The business world is changing rapidly with the increase in the use of technology. Companies and businesses are facing the risk of becoming obsolete. In order to retain competitive advantage, it is necessary to create and nurture an environment of innovation. Executives and managers need to break away from traditional ways of thinking and use change to their advantage. It is a time of risk but even greater opportunity. Today, in business and industry, innovation is the catalyst to growth. It is the key element in providing aggressive top-line growth, and for increasing bottom-line results.

Entrepreneurs keep on looking for better ways to satisfy their consumer base with improved quality, durability, service, and price, by means of innovation. With advanced technologies and organizational strategies, an entrepreneur either creates new wealth-producing resources or endows existing resources with enhanced potential for creating wealth. Today, leaders of progressive businesses have to be entrepreneurs as well. They have to constantly reinvent their strategy to remain continuously successful.

The one-day workshop is designed for management staff of forward-looking companies. It is also useful for budding entrepreneurs.

Content:

- Basic Perspectives of Innovation
- Characteristics of Entrepreneurs
- Innovative and Entrepreneurial Competencies
- Strategies of Innovation
- From Idea to Marketplace

"The entrepreneur always searches for change, responds to it and exploits it as an opportunity" - Colin Powell (former US Secretary of State)

The workshop will be interactive and participatory and consists of brief lectures, presentations, training games, group activities & discussions.

Faculty : Prof.Thomas Oommen, *HR Consultant & Corporate Trainer*

Fee : Rs.1500/- per participant inclusive of Service Tax. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshments. The cheque may please be drawn in the name of 'Ahmedabad Management Association.''

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Registration Form: Please fill-in and return this form along with participation fee to :
Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.
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Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org.

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