



# INTERNATIONAL SUMMER & WINTER TERM

MAY - JULY | DECEMBER 2015

CENTRAL UNIVERSITY OF HARYANA

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## Innovation Lab.

## From ideas to business

### Overview

It is predicted, that by the year 2027, in just 12 years, 75% of today's S&P 500 companies will be replaced. The more drastic prediction from Babson College says that in just ten years 40% of FT500 companies will not exist at all. This is why creativity and innovation become the essential skill for leaders in 21<sup>st</sup> Century. Companies need change, new business models, products, ideas to satisfy demanding and sophisticated needs and tastes of their customers.

Innovation Lab course focuses on enabling students to learn to detect business opportunities using methodologies that encourage creativity and innovation, whether for starting their own business or for generating a new and different economic activity in an already operating firm. As learning program, students will use databases and sources of information to strengthen the preliminary design of a business idea. Upon completion of this course, students will be able to visualize a variety of opportunities and ideas for starting a business or for creating new businesses from already existing firms.

## Modules and Schedule:

DATE	TOPICS
<u>07.12.2015/</u> <u>27.06.2016</u>	<u>Human Mind.</u> Mental functions of the brain. Convergent and divergent thinking. Rational and Lateral thinking. Brain programing. Insight Moment. Working with assumptions and asking correct questions
<u>08.12.2015/</u> <u>28.06.2016</u>	Benziger Mental maps. Deductive, inductive and abductive logic. Fast thinking and Slow thinking. Working with assumptions (Riddles). The history of creativity. Definition of creativity.
<u>09.12.2015/</u> <u>29.06.2016</u>	<u>Creativity training:</u> The problem with first ideas, falling into patterns. Looking into the attributes of things. Introducing unreal conditions to problem solving. Creative story writing. The three-act structure. Seven basic Plots by Christopher Booker
<u>10.12.2015/</u> <u>30.06.2016</u>	<u>Creative Diversity Model.</u> Creativity principles and conditions. Creative process. Observation. Environment and context. Creative problem solving methodologies
<u>11.12.2015/</u> <u>01.07.2016</u>	<u>Design Thinking.</u> Identification of needs and desires. Implicit and explicit messages of objects. Ergonomics: relationship between user-product-context. Object functions and connection with emotions.
<u>14.12.2015/</u> <u>04.07.2016</u>	<u>Design Thinking.</u> Emotional Design. User-friendly products. Esthetics in design. Adoption of product to its environment, and human emotions
<u>15.12.2015/</u> <u>05.07.2016</u>	<u>Innovation context</u> and environment. Society and culture. Company and Technology. Types of innovation
<u>16.12.2015/</u> <u>06.07.2016</u>	<u>Disruptive technologies:</u> 3D Printing, Big Data, Open Innovation, Crowdsourcing, Innovation and Crime, Augmented and Virtual Reality, Robotics, Internet of things
<u>17.12.2015/</u> <u>07.07.2016</u>	<u>Corporate Innovation Management.</u> Definition. Principles. Conditions. The difference between Innovation and creativity.
<u>18.12.2015/</u> <u>08.07.2016</u>	<u>Business Model Innovation.</u>

## Course Information:

<b>WHO CAN ATTEND THIS COURSE?</b>	<ul style="list-style-type: none"> <li>▪ University students at all levels (Business and Engineering) that aspire to become an entrepreneur or agents of change in corporate environment</li> <li>▪ Executives and managing personal of manufacturing, service and government organizations</li> </ul>
<b>LANGUAGE OF INSTRUCTION</b>	English
<b>PREREQUISITES</b>	Motivation and desire to learn

# Instructor



**Prof. Valery Chistov**  
valery.chistov@itesm.mx

Prof. Valery is an expert in fields of corporate innovation, entrepreneurship and creativity. He is a serial entrepreneur and has an extensive professional experience as a consultant for such international companies as Continental Tires, 3M, Estafeta, Gazprom, WTC Industrial, and ABB. Apart from consulting; he guided more than 20 startups from development of business models to prototyping and successful market entry.

Currently, Valery Chistov holds a position of an Assistant Professor of Business Management and Innovation in the Business School of Tecnológico de Monterrey University, Mexico. He is an active member of International Society for Development and Sustainability, and Association for Business Communication, where he is currently nominated for the position of Vice President for Caribbean, Mexico, Central and South America. He constantly represents his city and Mexico in international conferences and forums related to entrepreneurship and innovation, and was a keynote speaker in Startup Week Latin America in 2015.

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# Instructor



**Dr. Sunita Tanwar**  
sunitatanwar@cuh.ac.in

Dr. Sunita Tanwar is an expert in the field of Organisation Behaviour, Human Resource Management and Entrepreneurship having 12 years of extensive teaching and research experience. She is presently working as an Assistant Professor in Department of Management Studies in School of Law, Governance, Public Policy and Management in Central University of Haryana, Mahendragarh. She is Ph.D in Management from MLSU, Udaipur Rajasthan and Graduate in Computer Science. She has served many Universities like IITM University Gurgaon, Lingaya's University Faridabad and Rajasthan Vidyapeeth University, Udaipur, Rajasthan. She had supervised 6 PhD and 1 M.Phil thesis. Dr. Tanwar has published three books and edited two books on research Methodology. She is

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on the advisory and editorial board of number of National and International Journals. Dr. Tanwar has more than 27 publications in the national and International Journal of Repute. She has chaired the technical sessions of International Conference and National Seminar. She has supervised more than 200 Research Projects of MBA students. She has got a corporate teaching experience in organisations like Kean India, Errickson Gurgaon.

Dr. Sunita is a certified Entrepreneurship educator from National Entrepreneurship Network in association with DST, NSTEDB and Wadhvani Foundation. She has completed Certificate course in Advanced Knowledge in Business models and business Plans, Launching Intensive Plan: High Impact infrastructure Design. She is Certified in Essentials of Entrepreneurship: Thinking and Learning from University of California, Irvine and Completed an online course on Understanding Research Methodology from University of London & SOAS. She is lifetime member of with Indian Society for training and Development, American Society for Quality and National Entrepreneurship Network.

**Course Co-ordinator**

**Dr. Sunita Tanwar**

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**Fees:** The rates of registration for one week/ Two weeks GIAN courses are proposed as per the details given below:

Candidate Types		Course Duration	
		One Week	Two weeks
<b>Foreign participants</b>		150 USD	300 USD
<b>Industry participants</b>		4,000 INR	8,000 INR
<b>Faculty</b>		2,000 INR	4,000 INR
<b>Research students</b>	<b>Gen/OBC</b>	1,000 INR	2,000 INR
	<b>SC/ST</b>	500 INR	1,000 INR

- The above fee include all instructional materials, computer use for tutorial and assignments, laboratory equipment usage charges, and 24 hr free internet facility etc.
- The participants will be provided with accommodation and all meals on payment basis.

**Registration Process:**

Once the ISWT Course is approved then University will create a registration page on its website along with details of registration and fee payment .