

Executive Development Programme

On

CORPORATE CREATIVITY

Organized By

Department of Humanities & Social Sciences

Indian Institute of Technology, Kharagpur

(24-26, January 2011)

COORDINATORS

Prof. Rabindra Kumar Pradhan

Prof. K B L Srivastav

OBJECTIVES

This course will help the participants to understand the concept and models of creativity, its, nature and characteristics. They will learn about various models and designs of corporate creativity and innovation and its importance on organizations' survival. The participants will learn about useful tools and techniques for assessment and intervention for enhancing organizational creativity. The case analysis, they will also know how to design and develop models of organizational creativity. Lessons on creative thinking and personality analysis will help to enhance both individual and group creativity to excel in their personal and professional life. The course is designed to attract participants from diverse discipline starting front academics to NGOs and corporate sectors to benefit to disseminate latest knowledge and information in the field of corporate creativity.

COURSE CONTENT

Phase-I: Creativity: Concept and Approaches; Nature and Characteristic of creativity; Creativity and Innovation; Correlates of creativity; Creative Thinking and Personality; Emotional Intelligence & Emotional Creativity; Creative Mind Set; R & D Creativity;

Factors influencing Creativity; Creative Problem Solving; Corporate Creativity; Barriers to Corporate Creativity; Creativity & Teamwork; Enhancing Corporate Creativity; Role of Leadership, Culture and Climate in Corporate Creativity

Phase-II: Case Reports: Presentation, Discussion and Analysis

Phase-III: Developing and Designing Corporate Creativity; Managing Corporate Creativity; Effective HR Strategies and organizational governance for promoting corporate creativity.

FACULTY

Highly experienced faculty from IIT Kharagpur; Professional trainers and Industrial consultants will conduct sessions in this course.

ELIGIBILITY

(i) Emerging scholars interested in the field of creativity and innovation. (ii) Counsellors, and consultants having interest in human development, (iii) Working professionals and Executives at all levels with experience in the HRD functions will find this programme very enlightening and useful. (iii)

Teachers, Trainers and Managers will extract maximum from this course and will find this programme more educative and useful in their individual and organizational life. (iv)

Minimum Qualification for a participant is Graduation.

Course Fees

1. Industry/ Organizational Sponsorship: Rs. 10,500/-
2. Individual Sponsorship: Rs. 7500/-

Course fee may be sent to the course coordinators in form of Demand Draft in favour of CEP-STC, IIT Kharagpur, payable at Kharargpur. Course fees cover accommodation, course materials, and toolkit.

HOW TO APPLY

The application form can be downloaded from the website.

IMPORTANT DATES

Last date for receiving application: 15 Jan, 2011

Intimation to Participants: 16 January, 2011

Course Dates: 24 – 26, January 2011

IIT KHARAGPUR (LOCATION)

IIT Kharagpur is situated 116km away from Kolkata, and it is the oldest, biggest, and the largest amongst all the IITs. Kharagpur is an important junction in the south Eastern Railways, and is well connected to all major cities in India. The IIT is about 5 km from Kharagpur railway station, and is accessible by rickshaws, autos, and taxis from the station.

CONTACT ADDRESS

Dr. Rabindra Kumar Pradhan, Course Coordinator

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ABOUT THE COORDINATORS

Prof (Dr.) Rabindra Kumar Pradhan is Assistant Professor of Psychology in the Dept of Humanities and Social Sciences, IIT Kharagpur. His areas of specialization are Social and Organizational Psychology, Industrial Psychology, Organizational Behaviour and Human Resource Development and Management. He has more than 12 years of experience in the field of training, teaching and research in the above fields. He has trained more than 500 hundred defence personnel, scientists, managers and academicians in the field of OB, HR and organizational psychology. Dr. Pradhan is a member of various professional organizations such as Indian Society for Training and Development, National Academy of Psychology, Indian Academy of Applied Psychology, ISC and also International Association of Applied Psychology. He has more 20 publications in referred journals and books. His book on "Emotional Intelligence" has received wide publicity from various corners.

Prof. (Dr.) KBL Srivastava is Professor of Psychology in the Dept of Humanities and Social Sciences, IIT Kharagpur. His areas of specialization are, Organizational Behaviour and Human Resources and Personnel Management and Industrial Relations. He has more than 20 years of experience in the field of training, teaching and research in the above fields. Dr. Srivastava is a member of various professional organizations such as Indian Society for Training and Development, NAOP, and also International Association of Applied Psychology.. He has more 40 publications in referred journals and books He has trained many professionals in the field of OB and HR. His book on "Organizational Behaviour" has received wide publicity in academics.

Application Form
SHORT TERM COURSE ON
"Corporate Creativity
(24 – 26, Jan 2011)
Indian Institute of Technology Kharagpur

1. Name:

2. Designation:_____

3. Name of the Institution /

Organization:_____

4. Address for Communication:

5. Qualification:

6. Phone No:_____ (O)_____ (R)

7. Mobil No: _____

8. Fax No: _____

9. Email: _____

10. Details about the Demand Draft: Bank name, Draft number & Date, Amount (In Rupees)

Date:

Signature of the Applicant

Approval for Candidates/Sponsorship

We approve the above applicant as a candidate/sponsor the above applicant for the EDP on "Corporate Creativity" (24 – 26, January 2011)".

Date:

Signature and seal of the
Approving / Sponsoring Authority