

# Executive Development Programme On Corporate Creativity



Indian Institute of Technology Kharagpur

## 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 from 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 enlighten and useful. (iv) 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.

(v) Minimum Qualification for a participant is Graduation.

## Course Fees

1. Industry/ Organizational Sponsorship: Rs. 15500/-
2. Individual Sponsorship: Rs. 10500/-
3. Foreign Participants: Rs. 25000/-

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

## Certificate

Certificate will be issued by the Dean, Continuing Education, IIT Kharagpur after successful completion of the course.

## How to Apply

The application form can be downloaded from the website.

## Contact

Dr. Rabindra Kumar Pradhan, Course Coordinator

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Indian Institute of Technology, Kharagpur-721302, West Bengal, India

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# Executive Development Programme on Corporate Creativity



## Organized By

Department of Humanities & Social Sciences  
Indian Institute of Technology, Kharagpur,  
721302, West Bengal, India

(28-29, Nov 2012)

## Coordinator

Prof. Rabindra Kumar Pradhan

## Important Dates

Last date for receiving application: 13 Nov, 2012

Intimation to Participants: 14 Nov, 2012

Course Dates: 28 – 29, Nov 2012

## Venue

HC Block, Sector - III,  
Salt Lake City,  
Kolkata - 700106

## About the Coordinators

**Prof (Dr.) Rabindra Kumar Pradhan** is Assistant Professor in the Dept of Humanities and Social Sciences, IIT Kharagpur. His areas of specialization are Social and Organizational Psychology, Industrial Psychology, Positive Psychology, Managerial Psychology, Organizational Behaviour and Human Resource Development and Management. He has more than 15 years of experience in the field of training, teaching and research in the above fields. He has trained more than 1000 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 International Association of Applied Psychology, International Association of Cross-cultural Psychology, Indian Society for Training and Development, National Academy of Psychology, India, Indian Academy of Applied Psychology, and Indian Science Congress Association. He has more 30 publications in referred journals, news papers, magazines and books. His 02 books on “Emotional Intelligence” and 3rd book on “Value Creation through Human Development” have received wide attention from academics and other professional societies.

## IIT Kharagpur Extension Centre (Location)

IIT Kharagpur Extension Centre is located at Salt Lake City, Kolkata. The City is known for its rich cultural heritage and surrounded with Temples, Parks, and Heritage Buildings of more than 100 years old. The city is well connected with Roads, Rails and International and National Flights.

Application Form

## Executive Development Programme

on “Corporate Creativity

(28 – 29, Nov 2012)

**Indian Institute of Technology Kharagpur**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Name of the Institution / Organization: \_\_\_\_\_

Address for Communication: \_\_\_\_\_

Qualification: \_\_\_\_\_

Phone No: \_\_\_\_\_ (O) \_\_\_\_\_ (R)

Mobil No: \_\_\_\_\_

Fax No: \_\_\_\_\_

Email: \_\_\_\_\_

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” (28 – 29, Nov 2012)”.  
\_\_\_\_\_

Date: \_\_\_\_\_ Signature and seal of the  
Approving / Sponsoring Authority