



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

**N S Raghavan Centre for Entrepreneurial Learning
at Indian Institute of Management Bangalore**

Announces a Two Day Program for Entrepreneurs

Product Development Strategy for Entrepreneurs

Dates

23th and 24th October 2009

Venue

IIM Bangalore Campus

Program Directors

**Prof Ganesh N Prabhu and Prof Rishiksha T Krishnan
Indian Institute of Management Bangalore**

The process through which new products and services are designed, developed and launched is a critical determinant of success in many industries. This program covers the essential strategic and operational challenges of developing of new products and services, as well as issues in managing products and innovation processes within the entrepreneurial firm. We also introduce some techniques in product development used by successful firms. The program also builds awareness about the potential for Indian firms to gain significant competitive advantage through effective product development and product management.

Day 1 – October 23, 2009

Session 1 - 9.00 am – 10.00 am

Introduction and Overview

Prof Rishiksha T Krishnan
Prof Ganesh N. Prabhu

Session 2 - 10.00 am – 11.15 am

Product Management

Speaker – Prof Mithileshwar Jha

Tea Break – 11.15 am – 11.30 am

Session 3 – 11.30 am – 12.45 pm

Product Management

Speaker – Prof Mithileshwar Jha

Lunch Break – 12.45 pm – 2.00 pm

Session 4 – 2.00 pm – 3.15 pm

Product Development

Speaker – Prof Ganesh N. Prabhu

Tea Break – 3.15 pm – 3.30 pm

Session 5 – 3.30 pm – 4.45 pm

Product Development

Speaker – Prof Ganesh N. Prabhu

Day 2 – October 24, 2009

Session 6 – 9.00 am – 10.15am

Managing Innovation

Speaker - Prof Rishiksha T Krishnan

Tea Break – 10.15 am – 10.30 am

Session 7 – 10.30 am – 11.45am

Managing Innovation

Speaker - Prof Rishiksha T Krishnan

Juice Break – 11.45 am – 12.00 noon

Session 8 – 12.00 noon – 1.15 pm

Managing Innovation

Speaker - Prof Rishiksha T Krishnan

Lunch Break – 1.15 pm – 2.00 pm

Session 9 – 2.00 pm – 3.15 pm

Product Development Strategy Case

Speaker – Prof Ganesh N. Prabhu

Tea Break – 3.15 pm – 3.30 pm

Session 10 – 3.30 pm – 4.45 pm

Product Development Case + Closure

Speaker – Prof Ganesh N. Prabhu

Program Fee: Rs. 9000/- per participant if registered on or before 17th October
Rs. 10000/- per participant if registered after 17th October

Professor Ganesh N. Prabhu

Ganesh N. Prabhu is Professor of Strategy at the *Indian Institute of Management Bangalore*. His areas of research and teaching are product innovation, business strategy and entrepreneurship. He teaches an elective on New Product Development as well as the core course in strategy in the post graduate program at IIMB. He has a masters from Institute of Rural Management and a doctorate from the *Indian Institute of Management Ahmedabad*. He also coordinates the six week Management Program for Women Entrepreneurs at IIMB.

Professor Rishiksha T Krishnan

Rishiksha T Krishnan is Professor of Strategy at the *Indian Institute of Management Bangalore*. His areas of research and teaching are strategy, innovation, competitiveness and entrepreneurship. He has a masters from Stanford and a doctorate from the *Indian Institute of Management Ahmedabad*. He has earlier managed an entrepreneurial firm for four years.

Prof Mithileshwar Jha

Mithileshwar Jha is Professor of Marketing at the *Indian Institute of Management Bangalore*. His areas of research and teaching are product-market strategy, relationship marketing, social marketing, services marketing, rural marketing and entrepreneurship. He is a post graduate and doctorate from the *Indian Institute of Management Ahmedabad* and has recently published a textbook on marketing with Indian cases jointly with Philip Kotler.

Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL)

The Nadathur S. Raghavan Center for Entrepreneurial Learning (NSRCEL) was set up in March 2002 to synergise with IIMB's focus on entrepreneurial studies. The Centre facilitates business growth by combining academic research with practical experiences. Entrepreneurial energy is facilitated by the IIMB's academic community and industry interfaces thus channelising the growth of small business ideas to implementation.

NSRCEL aims to be a world-class Center of Excellence for seeding, nurturing and promoting entrepreneurship. The activities of NSRCEL are varied and encompass such areas as teaching, research, short-term programmes, seminars/panel discussions, incubation facilities, etc.

NSRCEL has a rich faculty of mentors who have diverse experience of handling various Industries and have built over the years many an enterprise. Such talent grooms the nascent business person and helps him to establish a growing business enterprise.

For registration

Nomination form, along with course fee of Rs.9,000/- (if registered on or before 17th October 2009 or Rs.10,000/- per participant if registered after 17th October 2009) by way of DD, favouring **Indian Institute of Management Bangalore**, may be sent to

Mr. Girish / Mrs. Rama Muralidaran
NSRCEL, Indian Institute of Management Bangalore
Bannerghatta Road, Bangalore 560 076
Tele: 2699 3701
Fax: 2699 3769
E-mail: workshop@nsrcel.org
Website: www.nsrcel.org

Please Note:

1. The receipts for payment will be given only at the time of the workshop.
 2. In case of cancellation of confirmed participation, Rs. 500/- will be deducted as processing fee.
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REGISTRATION FORM
Product Development Strategy for Entrepreneurs
Dates: 23th and 24th October 2009

Participant Details

Name (As in official record, in capital letters): _____

Date of Birth: / / Sex: Male Female

Experience In Business: _____ years Designation held

Address for Communication (in capital letters): _____

Phone: Fax: e-mail: Mobile:

Education Details

Education Qualifications: _____

Course fee of Rs.9000/- (on or before 17th) October 2009), Rs. 10,000/- (after 17th October 2009) by DD.....dated.....drawn on..... Favoursing the

Indian Institute of Management Bangalore

Details of the Enterprise

Form of enterprise: Proprietary Partnership Private Ltd.
Others

Major Products/Services: _____

Signature of participant



N S Raghavan Centre for Entrepreneurial Learning

at



Indian Institute of Management, Bangalore

Please complete and mail back to

Mr. Girish / Mrs. Rama Muralidaran
NSRCEL, IIMB
Bannerghatta Road, Bangalore 560076
Tel: 26993701 Fax: 26993769
email: nsrcel@iimb.ernet.in
For further details visit www.nsrcel.org