

REGISTRATION DETAILS

All sessions are conducted through online mode using CISCO Webex

6th May 2025 to 9th May 2025 (Virtual mode)

Session timings:

Session - 1: 5:15 PM - 6:30 PM
Session - 2: 6:30 PM - 7:45 PM
Session - 3: 7:45 PM - 9:00 PM
Session - 4: 5:15 PM - 9:00 PM

**10th May : 10:00 AM to 4:00 PM in CBIT campus
(Physical mode only on 10th May)**

Please click on the link to pay and register for the event

Link for registration

<https://forms.gle/H5kjwtynikcnSbjDKA>

Registration fees: Rs. 1180/-
(With GST) per participant

Intended Participants:

Industry practitioner , Entrepreneurship, Faculty Members, Representatives from colleges/ universities Research scholars, Scientists and those who are working in Research Labs

Registered participants will get Participation certificates

Last date for registration: 3rd May 2025

CONTACT

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One Week Management Development Programme

On

DESIGN THINKING AND INNOVATION MANAGEMENT FOR BUSINESS EXCELLENCE

MAY 6TH TO MAY 10TH 2025



**Organized by
School of Management Studies**

ABOUT THE INSTITUTE

CBIT is one of the premier Engineering Institutes in India, and stands a pioneering position in Telangana State. CBIT is located in serene surroundings of Gandipet Lake, Hyderabad. The fact that more than 25,000 eminent and skilful graduate engineers, who are serving all over the globe in their successful careers, proves Institute's dedication to the knowledge for the past 46 years. The Institute has been accredited by NAAC-UGC with 'A++' Grade and various programs are accredited by NBA – AICTE. The institution is UGC autonomous since 2013-14. Robust academic standards, industry compliant teaching methodology, research projects from both private and public sector organizations, and consultancy practices enable the Institute to establish its unique identity in the Technical Education. Currently, CBIT offers 12 UG and 10 PG programs, and is ranked as one of the best private engineering colleges

ABOUT THE DEPARTMENT

School of Management Studies was established in the year 1996 with an aim to prepare the youth to the outstanding Management Professionals and Entrepreneurs characterized by Integrity and Social responsibility to compete with the Students Globally. Students are trained by providing Professional, Competitive and Industry relevant Education up to date with Sustainable Value Addition. Offering specializations in Marketing, Finance, HR, Business Analytics, SMS ensures students receive not just theoretical knowledge but also practical exposure through internships and projects. The department has been striving for excellence in Academics, Research, Co-curricular, Extra-Curricular and Extension Activities besides equipping the students with moral and human values..

ABOUT MDP

In today's rapidly evolving business landscape, innovation is no longer a luxury—it's a necessity. Organizations that consistently deliver exceptional value to their customers are those that embed innovation at the core of their strategy and culture. Design Thinking, with its human-centered and iterative approach to problem-solving, has emerged as a powerful methodology to foster creativity, drive innovation, and enhance business performance. The Management Development Program (MDP) on Design Thinking and Innovation Management for Business Excellence is designed to equip professionals, managers, and leaders with the tools, mindsets, and frameworks necessary to navigate complex challenges and lead innovation initiatives effectively. This program bridges the gap between creativity and strategy, enabling participants to reimagine business processes, develop customer-centric solutions, and achieve sustainable competitive advantage. The MDP will explore how design thinking complements traditional management practices and how innovation can be systematically cultivated and managed within organizations to Achieve Business Excellence

KEY CONCEPTS

- Design Thinking and Innovation Management
- Aligning Design thinking with Business Strategy
- Innovation Management Platforms
- Cross Disciplinary Colloborations
- Digital Transformation & Emerging Technologies
- Sustainable Innovation and Social Impact
- Future Trends in Design Thinking & Innovation Management
- Software related to Design thinking & Innovation Management

OBJECTIVES OF MDP

- To equip Professionals, Managers, Executives ,Entrepreneurs and leaders with the mindset, tools, and strategies needed to drive innovation and solve complex business challenges creatively.
- To Enhance Creative Problem-Solving Skills by orienting with Structured Methodologies like Design Thinking which Drive Organizational Innovation Culture
- To Align Innovation with Business Strategy
- To Apply Design Thinking to Digital Transformation & Emerging Technologies
- To endorse the Importance of Sustainable Innovation and Social Impact.
- To Scale Innovation Impact on fostering Business Excellence.

OUTCOMES

Participants will gain the ability to lead impactful innovation projects, design highly customer-centric solutions, and cultivate a dynamic culture of continuous improvement across all levels of their organizations.

RESOURCE PERSONS

- Vineel Chandra Macchagiri Thinkers Club ,UAE
- Mr. Viswanadh Malladi, Figo Innovation
- Mrs. Swetha Lagishetti (IIMC) Senior Domain Specialist-BFSI, Persistent Systems Limited
- Mr. Jatil Sharma,Tejaswi Group
- Prof. Kandaswamy, Training and Placement officer, MVSR Engineering college
- Mr. Sandeep Santosham, Digital Nest
- Ms. Sai Priyanka Sajja, Co-founder, Artha Samanth Consultancy(Social innovation and Entrepreneurship)
- Shri. Radha Krishna, Asia Pacific Inc
- Prof. Raman Dugyala. Department of CSE, CBIT
- Dr. G.N.R Prasad, Department of MCA, CBIT