

# GLOBAL ADVANCED MANAGEMENT PROGRAMME



**Reviving Growth  
Through Open  
Innovation Strategies**

**27<sup>th</sup> November to 3<sup>rd</sup> December, 2022  
Silicon Valley, USA**

## Programme Background

The global disruption of the past couple of years has changed business and business leadership. While a few businesses are scrambling to scale up and diversify to meet the explosion of demand for all things digital and home-delivered, most businesses are striving to rebuild under the cloud of supply chain disruptions and unpredictable lockdowns. It is a new world with a new set of competitive challenges and advantages. There is a great urgency about adapting to new business models, new competitors, new customer needs, new social priorities, new policies, and new regulations. Business leaders are required to attend to transformation across products, processes, personnel, structures, systems, relationships, supply chain, and market access in order to keep up with frequent change and navigate radical uncertainty. AIMA's Global Advanced Management Programme (GAMP) is designed to help business leaders appreciate the emerging trends and work out the most appropriate open innovation strategies taught at UC Berkeley to stay ahead of the pack.

## Programme Modules

### Module 01

#### Global Economic Trends

This section of the programme will cover short-run developments in the global business cycle. Particular attention will be given to the understanding of economic trends during the past several years and what can be expected over the near future in the developed and developing economies.

We will explore the prospects for future growth in the emerging economies. What does this mean to your businesses?

### Module 03

#### Business Model Innovation

All businesses place a high priority on innovation because new ideas, products and processes can translate directly to higher profits and corporate growth. Many innovations and best products fail without the right business model. The session discusses the increasing role of innovation in business models and why some business models fail and some succeed.

### Module 05

#### Visits to World Class Companies

As part of the programme site visits to and interaction with the top management teams of leading companies in US will be organised. The purpose of these visits is to learn about the innovation and business model strategies being adopted and practiced in these global companies.

### Module 02

#### Open Innovation

Open Innovation is increasingly being embraced by new industries and existing business as a key tool to navigate, sustain and grow an enterprise in the changing landscape.

Innovations stimulate growth and result in prosperity but most fail but yet companies that don't innovate die on the vine.

This part of the programme focuses on open innovation concepts, theory and practice. Managing innovation pertains equally to both manufacturing and services and translates directly into growth in new businesses, and better profits in existing businesses.

### Module 04

#### Sustainability Management in the New Era

Sustainability Management can be defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. It is recognising that the needs of natural, economic, and social systems are so interdependent that they need to be considered in an integrated way. In this session, you will learn how Executives can integrate corporate sustainability as a business strategy, leading to financial and social-environmental return. You will learn about what has worked in some of the more successful companies, along with a practical understanding of sustainability as a value driver.

## Programme Objectives

- Identify opportunities for profitable growth.
- Respond and adapt to the challenges in the changing landscape due to rapid global economic trends.
- Examine the latest concepts, ideas and tools to help them align their business practices with global economic developments and conditions.
- Learn to build sustainable and innovative business models.

## Learning Approach

Bulk of the learning will take place via visits to companies and face-to-face discussions with senior executives (often including the CEO). By design, these visits are not meant to be "industrial tourism." Rather, each visit will allow us to go deeper into the opportunities and challenges being faced by each company as it tries to stay ahead in the technology, innovation, and entrepreneurship game. It is these face-to-face discussions that will form the primary intellectual raw material for the participants' learning. Professor Darwin will help the participants reflect on these discussions and derive lessons that may be applicable to their own companies.

## Programme Certificate

Upon the successful completion of the programme, participants will be conferred a Global Advanced Management Programme Certificate awarded by All India Management Association

On an additional payment of USD 500, the participants can opt to have a certificate from the Programme Director on UC Berkeley collateral

## Proposed Programme Schedule

*(This is an illustrative programme. The speakers / company visits are subject to confirmation and could be same or similar)*

### Sunday, November 27, 2022

#### Ice Breaking Session

Problem Finding & Framing Exercise

#### Solomon Darwin

Programme Director and Executive Director  
Garwood Center for Corporate Innovation  
Haas School of Business  
University of California, Berkeley

#### Keynote Address

**Ambassador Nagendra Prasad**, Consulate General of India

**Vivek Wadhwa**, Distinguished Fellow, Harvard Law School

### Monday, November 28, 2022

#### At Berkeley Campus

**Workshop:** The Case for Open Business Models for India-Solomon Darwin

**Workshop:** Creating a New Business Model for your firm-Solomon Darwin

OR

Visit to Berkeley Labs

#### Visits to

Wells Fargo or Rocket Space

### Tuesday, November 29, 2022

Visit to and interaction with Top Management team of:

- Face Book
- Roche or Gilead
- Plug and Play

### Wednesday, November 30, 2022

Visits to and interaction with Top Management teams of:

- Nvidia
- Chevron
- HP

### Thursday, December 01, 2022

Visits to and interaction with Top Management teams of:

- Intel
- IBM Research Center
- Ericsson or Wipro Innovation Center

### Friday, December 02, 2022

Visits to and interaction with Top Management teams of:

**Presentation by P K Agrawal** : A vision of the Future-Disruption and Opportunities ahead

**Presentation by Dt Arding Hsu**, CTO, Thyssen Krupp  
Presentation by participants on Disruptive Business Model to the jury

### Saturday, December 03, 2022

- Presentation by participants on the Disruptive Business Models to jury
- Recap on Lessons Learned
- Distribution of Certificate





### Solomon Darwin

Executive Director, Garwood Center for Corporate Innovation, Haas School of Business, University of California, Berkeley

Solomon Darwin has broad leadership experience in corporate management and academia. He is an international speaker recognized by peers, executives, and students with numerous awards for his innovative leadership and passion for teaching. He inspires students from both business and engineering disciplines in his courses for open innovation, business models, smart cities, scalable smart villages, and business models for emerging economies. He is also known as the father of the Smart Village Movement.

As an expert in “open innovation” and “open business models,” he is an adviser to senior executives of multinationals and government leaders in the emerging world. The list includes large global brands and government entities in Europe, China, Russia, India, and Latin America. He directs and moderates international innovation conferences and forums, and chairs quarterly Chief Innovation Officer round tables in Silicon Valley.

Before joining Berkeley Haas in 2005, he was an Associate Professor for nine years at the University of Southern California. His progressive corporate leadership experience covers a span of 14 years as a Senior Executive Officer at Bank of America, First Interstate Bank, and Glendale Federal Bank, and Motorola.

During summers, Darwin regularly teaches in executive programs at prominent international universities and institutions. He has conducted workshops and programs in over 18 countries. He also serves as an honorary professor at several universities in Europe, China, South Korea, and India. His current projects, “Building Scalable Smart Villages” and “The Rebuilding India Initiative” were commissioned by the government of India.

His academic achievements include: BA (San Francisco State University); MBA (Golden Gate University); MCCP (Harvard University); and holds two honorary doctorates.

## Registration details

### PARTICIPATION FEE

**Delegate Fee per participant:** INR equivalent of USD 12500 per participant

**Inaugural Discount:** USD 1000 per participant for registrations received along with participation fee by 25 July, 2022.

**Early Bird Discount:** After 25 July, 2022 a discount of USD 500 per participant available for registrations received along with participation fee by 15 September, 2022.

- GST: 18% or as applicable on the date of fee payment will be charged on the participation fee.
- AIMA GSTIN No. 07AAATA1644A1ZH    AIMA PAN No.: AAATA 1644 A
- Online registration available, please visit [www.aima.in](http://www.aima.in)

### Suggestions:

- As the programme is intensive in nature, it is advisable that participants not bring their spouses for the same.
- Due to flight timings, it is advisable that participants reach the host city one day prior and leave a day after the programme gets over. The cost of boarding and lodging for the extra days would need to be borne by the participant/nominating organisation.



For further details, please contact :

|   |   |
|---|---|
| Mansoor Hassan  | Shilpi Gupta  |
| M: +91 9540060166                                       | M: +918470807788                                      |
| E: <a href="mailto:mhassan@aima.in">mhassan@aima.in</a> | E: <a href="mailto:shilpi@aima.in">shilpi@aima.in</a> |

All India Management Association  
Management House, 14, Institutional Area, Lodhi Road, New Delhi 110003  
Tel: 011- 2460 8524 / 24608511 / 43128100, Website: [www.aima.in](http://www.aima.in)