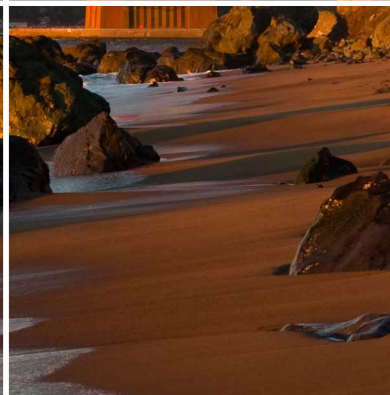


# GLOBAL ADVANCED MANAGEMENT PROGRAMME



**Disruptive Innovation &  
Open Business Models in  
the Changing Global  
Landscape**

**21 - 27 June, 2020  
Silicon Valley, USA**

# Programme Background

Today's executives are facing increasing pressure to achieve profitable growth resulting from rapid changes in economic landscape, geopolitical shifts, new technologies, shortened product life cycles, cross-cultural communications, global competition and changing consumer behavior. All of these variables present new challenges as well as a unique set of opportunities. The Global Advanced Management Programme will help in part to address some of these emerging issues and provide tools to better navigate their companies.

The programme specifically addresses economic and business trends in global markets and high-growth economies. The participants will discover insights into the latest models and frameworks for understanding business problems and specific strategies for identifying new opportunities and capitalising on them. The programme offers you the chance to rethink your business models and management approaches as a global leader and focus on specific business challenges faced by your company. Professor Darwin will guide in-depth discussions and provide highly informed views.

## 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, June 21, 2020

#### 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 Addresses

#### Ambassador Sanjay Kumar Panda

Consulate General of India in San Francisco

#### PK Agarwal

Dean, UC Santa Cruz Extension in Silicon Valley &  
Former Chief Technology, State of California

### Monday, June 22, 2020

#### At Berkeley Campus

- Workshop: The Case for Open Innovation  
Solomon Darwin
- UC Berkeley Campus Tour
- Workshop: New Business Model for Your Firm  
Solomon Darwin

### Tuesday, June 23, 2020

Visit to and interaction with Top Management team of:

- Calpine Corporation
- Standard Chartered Bank
- Wells Fargo Bank
- PG&E

### Wednesday, June 24, 2020

Visits to and interaction with Top Management teams of:

- Nvidia
- Chevron
- DuPont Innovation Center

### Thursday, June 25, 2020

Visits to and interaction with Top Management teams of:

- Cisco Systems
- Paypal
- Wipro

### Friday, June 26, 2020

Visits to and interaction with Top Management teams of:

- IBM Almaden Research
- Plug & Play Innovation Center
- Open Innovation Gateway Fujitsu Laboratories
- Preparation for presentation by participants on Disruptive Business Model for their company

### Saturday, June 27, 2020

- Presentation by participants on the Innovative Business Model for their company
- Recap on Lessons Learned
- Distribution of Certificate





## Programme Director

Solomon Darwin

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

Professor Solomon Darwin comes with broad Leadership Experience in Corporate Management & Academia. He is an international keynote speaker at many business conferences and has been recognised by his peers and students with numerous awards for his innovative leadership, teaching and curriculum development. At UC Berkeley, he teaches courses in Open Innovation, Business Model Innovation and Open Innovation in Emerging Economies. He also teaches in Executive Education Programmes and serves as the faculty director of the International CEO programme. As a center director, he moderates key annual International Conferences, Innovation Forums. He chairs the quarterly Dean's CFO and Chief Innovation Office Round Tables. His teaching experience spans over 18 years. Prior to joining the Haas School of Business Berkeley in 2005, he was an Associate Professor for 9 years at USC's Marshall School of Business in Los Angeles.

His progressive corporate leadership experience covers a span of 14 years as a Senior Finance Officer at Bank of America; Director of Finance at First Interstate Bank; Corporate Controller at Glendale Federal Bank and Senior Financial Analysts at Motorola.

During his spare time, Solomon consults and trains senior executives. The list includes: Google, Genentech, Hewlett Packard, UCSF Medical Center, HealthNet and other Silicon Valley companies and startups, as well as enterprises in Europe, Russia, China, Mexico and India.

Solomon enjoys teaching abroad during summer breaks as a visiting professor. He actively teaches in executive education programs at:

- China: University of Science and Technology, Hefei; Shanghai Jiao Tong University, University of Intl. Business & Economics, Beijing; Wuhan University & Qingdao University
- United Kingdom: Lancaster University, Big Innovation Center, London
- Switzerland: University of Zurich
- Finland: University of Turku
- Russia: State University of Moscow & Tomsk State University
- Norway: BI Norwegian Business School
- South Korea: Korean University & Ewha Womans University
- Germany: Fraunhofer Institute
- France: Euromed, School of Management & EM Lyon School of Management
- USA: Stanford University, Palo Alto & Peter Drucker School of Management, Claremont, CA
- International Keynotes: Open Innovations Conference,

Russia 2012; Triple Helix Conference, London 2013; Triple Helix Conference 2014, Russia He is passionate about helping the poor to have access to good education and healthcare. He founded a school (1996) and a hospital (2004) for the poor in India.

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

## Registration details

### PARTICIPATION FEE

**Delegate Fee per participant:** INR equivalent of USD 9000 per participant

**Inaugural Discount:** USD 750 per participant for registrations received along with participation fee by 15 April, 2020.

**Early Bird Discount:** After 15 April, 2020 a discount of USD 500 per participant available for registrations received along with participation fee by 15 May, 2020.

- GST: 18% 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.



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