National Seminar

On

Management of
Global Product Development Projects

Nov 28, 2003

Jointly organized

By

सत्यमेव जयते

DSIR

Department of Scientific &
Industrial Research (DSIR)

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Shailesh J Mehta School of Management
Indian Institute of Technology-Bombay

Objective

The current rate of internationalization of markets and the associated business opportunities has motivated many Indian firms to now develop products for the global markets. This keenness and interest has been further reinforced due to large number of foreign companies setting up their R&D centers in India. By the year 2005 all international laws applicable to intellectual property such as patents, designs, copyrights and trademarks will be applicable to India. The seminar will examine contemporary issues in developing products for global markets and suggest mechanisms to handle such issues.

Target Audience

The seminar will benefit organizations presently engaged in developing products for the global market. Senior and middle level executives from industry, academia, entrepreneurs and consultants would benefit from the program. Specific sessions to address issues related to the automobile, pharma, chemical and IT industries would be engaged.

Coverage

The program will address following issues:
- o Globalization and impact on India
- o Global product development project challenges
- o Strategies for global product development including project structure, competence development and management, and compensation
- o Technology transfer and issues related to intellectual property rights (IPR), valuation, litigation etc.
- o Role of Government interventions

The seminar would also provide an opportunity to researchers and academicians to showcase emerging theoretical developments in the management of global projects. Please refer to the attached call for papers.

Experience sharing sessions with senior executives and case studies of Indian organizations would be provided for a practical flavor to the program.

Faculty

The program faculty is drawn from the SJM School of Management, associated departments at IIT-Bombay and the DSIR. Eminent people National Laboratories, and Industry including law firms, would provide valuable insights to the participants.

Program Fee

For sponsored persons from industry   Rs. 2000/-
For executives from National Labs   Rs. 1000/-
For faculty from academia

Limited twin-sharing accommodation on first come first serve basis is available at a nominal additional cost.

Venue & Date

The program will be conducted at SJM School of Management, IITBombay on **Nov 28, 2003**.

Registration Procedure

Nominations to the program in the proforma provided overleaf should be sent to the Program Coordinator along with the program fee. Program fee should be paid by means of a demand draft drawn in favor of "The Registrar, IIT Bombay", payable at Mumbai before **30th October 2003.**

Please send you nominations to:
Prof. (Ms) Karuna Jain,
Program Coordinator
SJM School of Management,
IIT-Bombay, Powai, Mumbai 400 076

Tel: (022) 2576 7781 / 2576 7785
Fax: (022) 2572 7228 / 2572 3480
E-mail: kjain@som.iitb.ac.in

Additional information could be also obtained from:

Jyoti S.A Bhat
Adviser / Scientist "G"
Technology Management Division, DSIR, New Delhi
Tel: (011) 2696 0098 / 2656 7373
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IIT-Bombay

The Indian Institute of Technology Bombay has established itself as a premier teaching and research institution in engineering, science and interdisciplinary programs. The institute has produced engineers who have made significant contributions in Academia, Industry, R&D institutions and the Government. About twenty percent of its graduates and post-graduates are entrepreneurs. The dynamism of the institute is evident from its manpower development to meet the rapidly changing needs of the industry and R&D organizations.

SJM School of Management

The SJM School of Management at IIT-Bombay has been set up with the mission of developing technology managers, conducting co-operative research, meeting training and consultation needs and playing a role in those areas of industrial, governmental and public activities where technology is a key strategic resource. The School offers two-year Master of Management degree with a focus on technology and manufacturing management, a three year Master of Management degree for working professionals and Ph.D.

DSIR

The Department of Scientific & Industrial Research (DSIR) headquartered at New Delhi is part of the Ministry and Science and Technology. It operates several schemes to promote technology led growth. Those implemented include knowledge enhancement measures, fiscal incentives and financial assistance for technology development.

DSIR – TM Division

The Technology Management Division of the DSIR has taken a number of initiatives in close association with industry, industry associations, research organizations and academic institutes with the objective of enhancing knowledge and skills in the efficient management of technology. These multi pronged measures that primarily facilitate awareness building, training and capability enhancement, and provide a knowledge base in technology issues; together effectively supplement the other schemes of the Department in the attainment of technological excellence.