

WeSchool, Mälardalen University (Sweden) add new paradigm to academic collaboration

New Master's programme in Innovation and Design to impart knowledge and skills to accentuate creative mind-sets as well as business sophistication

Mumbai, 13th January, 2016: Welingkar Institute of Management Development and Research (WeSchool) along with Mälardalen University (MDH) from Sweden today announced a new platform in the space of management education by offering **Master's programme in Innovation and Design**. This major collaborative initiative between WeSchool and MDH is aimed to set Indian youth on an accelerated path of innovation with design thinking, in keeping with national agenda and global trends.

Through the announcement, the two universities will take forward the longstanding partnership in the field of Innovation and Design thinking study and unravel the emerging synergies to give Indian youth a holistic perspective to deal with future challenges.

The multidisciplinary Two Year, Full-Time Masters programme in Innovation and Design is developed to acquire both theoretical and practical competencies. It is a combination of disciplines such as engineering, social sciences and humanities, as well as encompasses perspectives drawn from the arts. However, the core of the programme would teach innovation management, design processes and communication in complex organisations. It will include qualitative research methods and skills to collaborate outside traditional academic boundaries in interdisciplinary projects with corporate/societal partners, helping to develop capacities for multidisciplinary collaborations, both nationally and internationally.

Commenting on the academic collaboration, Prof Dr. Uday Salunkhe, Group Director, WeSchool, said, "WeSchool strongly believes in integrating the philosophy of **Leadership and innovation** with a design-thinking approach into management education for shaping the vision and mentoring successful global citizen leaders who have a holistic view and approach profiting in a socially impactful way. This major collaborative initiative between WeSchool and MDH is aimed to set Indian youth on an accelerated path of innovation with design thinking, in keeping with national agenda and global trends."

He further added, "We believe the wide-ranging programme content will certainly create a plethora of opportunities for our students by giving them an advantage in securing careers in the corporate sector. It will also open avenues for an academic research; and encourage them to explore opportunities in the burgeoning start-up culture in India;

especially, when there is a lot of enthusiasm around the 'Start-Up India' initiative to be announced by Govt of India.”

Adding to Dr. Salunkhe's views, **Prof Dr. Yvonne Eriksson, Director-Research, Mälardalen University**, said, "The focus of the Masters programme is on innovation and creation of new solutions. This is a radical step towards achieving our dream of mentoring futuristic leaders with a coherent and tactical approach towards problem solving. Adding design into the equation changes the focus of management education as design is a broader and holistic way of addressing issues by providing options previously unavailable. With design and innovation driven approach in management education, it has been our constant endeavor to provide newer avenues to students towards achieving excellence."

WeSchool had signed a MoU with MDH in the year 2011. The course announcement further strengthens existing collaboration with the MDH in Design Thinking and Innovation space.

In the past, the collaboration between the two universities has seen noticeable achievements such as **Linnaeus-Palme**, a Swedish exchange programme for teachers and students that aims at strengthening co-operation between institutions of higher education in Sweden and developing countries. Under this, expert faculty from both institutions have been mentoring its students to acquire the global connect and edge. Another successful joint-initiative was **India Sweden Innovations' Accelerator (ISIA)**, an important milestone in this journey that opened vistas for WeSchool students to undertake a four-month extensive study to build models for Swedish innovative Cleantech Companies in green energy/alternate energy space, which could facilitate technology transfer and market entrance in India.

About WeSchool

Among India's top business schools, WeSchool is a pioneering management education institution in India which emphasises on design-led innovative management education for shaping vision and mission of global citizen leadership. WeSchool strongly believe in integrating the philosophy of 'leadership' and 'innovation', and nurtures students with a holistic view on the socio-economic-political matters with a coherent and tactical approach towards problem solving. Keeping design and innovation its core, WeSchool endeavours to provide newer avenues to students towards achieving excellence in all sphere of life.

WeSchool has introduced several pioneering management programs in business design & innovation, e-business, retail, legal, healthcare. The institution constantly experiments with new pedagogical approaches to enhance student learning. The scope of curriculum has expanded to incorporate sciences and subjects such as anthropology, sociology as

well as tools such as ethnography research with a strong focus on participant-centred learning and experiential learning.

WeSchool has partnered/associated with national and international design and innovation institution of repute to ideate and formulate path-breaking ideas in the field of technology, education, healthcare, renewable energy, etc. In the past, WeSchool has associated with MIT Media Lab, Harvard Business School, Stanford University, IDEO, etc.

And among its collaborations with foreign Universities: Malardalen University (Sweden), Curtin University (Australia), Unitec Institute (New Zealand), Grant McEwan (Canada), Copenhagen University (Denmark), Lancaster University (UK), Otto Fredrich Universitat (Germany), Audencia Nantes (France), Jonkoping International Business School (Sweden) and Stuggart Media University (Germany)

About Mälardalen University

Mälardalen University has two campuses; in Eskilstuna and in Västerås, both cities being about an hour's drive from Stockholm the capital of Sweden. The university provides education and research in technology, education, economy and health and welfare. Mälardalen University is located in an industrial area with several global companies such as ABB, Bombardier, Westinghouse, Volvo and Assa Abloy and a large number of small and medium enterprisers. This helps create unique possibilities for collaboration between the university and companies for student projects and research.
