

INNOVATION MANAGEMENT CERTIFIED PROFESSIONAL (IMCP)



CertiProf®
Professional Knowledge

www.certiprof.com

CERTIPROF® is a registered trademark of CertiProf, LLC in the United States and/or other countries.

Innovation Management Certified Professional (IMCP)

Syllabus V082019

Introduction	3
Objectives	3
Format and Duration of the Exam	3
Eligibility for Certification	3
Content	4

Introduction

Innovation Management Certified Professional (IMCP), provides a detailed understanding of the main concepts and definitions to learn more about this methodology that helps promote business innovation in a successful way, understanding this discipline that aims to promote a process or culture of initiatives that focus on disruptive changes or steps that transform the business in a significant way.

An innovation manager develops multiple intelligences that allow you to perceive, experience, question, collaborate and associate differently to develop innovative processes that achieve economic and social acceptance results.

Objectives

- Learn to differentiate yourself from the competition and generate ideas of greater impact that grow your business.
- Analyze, understand and apply the conceptual foundations of innovation.
- Know the basics of Design Thinking and Visual Thinking.
- Practice innovation methodologies.

Format and Duration of the Exam

This program of studies has an exam in which the candidate must achieve a score to obtain the certification in Innovation Management Certified Professional (IMCP).

- Format: Multiple choice
- Questions: 40
- Duration: 60 minutes
- Prerequisite: None
- Supervised: It will be at the discretion of the Partner
- Open Book: No
- Passing score: 24/40 or 60%
- Delivery: This exam is available online

Eligibility for Certification

Anyone interested in expanding their knowledge in Innovation Management and wants to implement new tools to develop any type of project, product or service that meets the real needs of people through innovation.

Content

Introducing the World of Innovation

- Definition of Innovation
- Innovation Management
- What is Innovation and why is it important?
- Myths of Innovation?
- Types of Innovation
- Diagnosis and Strategy
- Components of Innovation
- Multiple Intelligences of the Innovator
- Question and Perceive
- Needs

Innovation

- Conceptual Foundations of Innovation
- Agile Management
- Business Models
- Business Models Categorization
- Agile Management and Business Models
- Definition of Lean
- Lean Thinking
- Lean Model
- Creative Confidence
- Creativity
- Divergent Thinking

Types of Innovation

- Fundamental Ideas
- Innovate or Die
- 10 Types of Innovation
- Profit Model
- Network
- Structure Process
- Product Performance
- Product System
- Service
- Channel
- Brand
- Customer Engagement
- The More Types of Innovation, the Better
- Analyze, Then Act
- Quality Research
- The Ambition to Innovate

Issues vs Problems vs Projects

Problems and Challenges

Research

Topic/Subjects

From the Topic to the Problem

Background to the Problem

Problem Tree

What is it for?

The “Niña” Phenomenon

Children’s Learning

Basic Sanitation

Workshop

To the Board

Problem, What?

Features

Workshop

Statement

To Be Written

From Problem to Project

Project Definition

Project Phases

Suggested Bibliography

Design Thinking and Visual Thinking

Design Thinking

Design Thinking History

What is Design Thinking?

Design Thinking Features

Design Thinker

What is the personality of a Design Thinker like?

Design Thinking at the University

Today Everything is Design

Fases of Design Thinking

Empathize

Define

Ideate

Prototype

Evaluate

What has been developed with the Design Thinking methodology?

Where can I learn more about Design Thinking?

What is Visual Thinking and what is it for?

How do we turn ideas into images?

What is it for? What are the advantages for us?

Innovation Methodologies

Innovation Methodologies

Design Thinking Lean Startup

Forth Innovation Method
Blue Ocean Strategy
TRIZ
Inventive Principles
Forth Innovation Method

Management vs Leadership

Management
Leadership
Management vs Leadership
Conclusion

Customer Experience

Customer Dropout Causes
Customer Experience Manifesto
Customer Experience Management
CX Example
Customer Experience Technology
Customer Experience
Conclusion

Lean Startup

Lean Startup - Create
Lean Startup - Measure
Lean Startup - Learn

Lean Software Development

1. Eliminate Waste
2. Amplify Learning
3. Make Decisions as Late as Possible
4. Deliver as Fast as Possible
5. Empower the Team
6. Build Intrinsic Integrity
7. See the Entire Set

Agile and Scrum

What is Agility?
Iterative
Agile
Agile Manifesto
Aspects or Pillars of the Manifesto
Declaration of Interdependence
The 6 Values Declaration of Interdependence
What is Scrum?
History of Scrum
Scrum Uses
Scrum Bases
Scrum Roles
Scrum Meetings

Scrum Artifacts

Business Model Generation

Business Model Canvas

Value Proposition Canvas

Lean Canvas

Purpose

1. Value Proposition

2. Value Chain

3. Costs Structure

4. Value Chain

5. Implementation Strategy

Product Design and Development Process