

# Certificate for Module in Innovation Associate Certification Examination Preparation

## 單元「創新項目專才 認證考試預備課程」證書

Course Code : 202-50382



Prepare participants for taking the **Innovation Associate Certification (IAC) Examination (Level 1)** of the GIM Institute



- 60 - 80% CEF reimbursable
- Special discount on IAC Examination Fee



The first and only course that leads to **professional qualification** in the field of **innovation** with **international recognition**



Generate **innovation breakthroughs** with **new business ideas** in **real-life work contexts**



Creatively **solve problems** and **take calculated risks** in **innovation projects**



### Who should attend?

- Member of Innovation/ R&D Performance Improvement/ Business process improvement team or centre
- Business Professionals responsible for innovation and business process improvement in particular with SMEs
- Persons who are interested in pursuing a career as an innovation practitioner



### Professionals/Leaders in Innovation Management

- The Global Innovation Management Institute (GIMI) is founded by a group of innovation practitioners and leaders in 2009
- GIMI is the World's largest innovation professional organization driving a global standard for business innovation
- Over 800 organizations have participated in developing competencies in innovation based on the innovation frameworks and processes of GIMI
- Over 10,000 innovation experts worldwide have developed mastery of innovation through the structured courses and manuals of GIMI
- HIMI is the sole partner of GIMI and manages the territory of China and Hong Kong for GIMI

GIM Institute is internationally recognized by their innovation standards, certification and academic programs. There is 4-level competency framework of certified innovation professionals:

Individual Mastery	Team Mastery	Organizational Mastery	Leadership Mastery
<b>Level 1</b> <b>ASSOCIATE</b> UNDERSTAND INNOVATION FOR PRACTITIONERS	<b>Level 2</b> <b>MASTER</b> MASTER INNOVATION TOOLS & BUILD BUSINESS CONCEPTS	<b>Level 3</b> <b>MANAGER</b> DEVELOP AND MANAGE INNOVATION PROGRAMS	<b>Level 4</b> <b>LEADER</b> COMMERCIALIZE IDEAS AND/OR MANAGE INNOVATION INITIATIVES
Level 1 certification is designed to teach people about the use of idea generation tools and to apply them in creating more and better ideas	Level 2 will apply Level 1 learning to a real-world issue or challenge on generating new growth ideas or opportunities for the organization	Level 3 certification reflects an understanding of the innovation management techniques that an innovation manager needs to succeed	Level 4 applies Level 3 learning to real challenges and coming up with insights and solutions in managing innovation in organizations



Certificate for Module in Innovation Associate Certification Examination Preparation is recognised under the QF

QF level: QF level 4; QF credits: 9 QF credits

QR registration number: 19/001270/L4;

Validity period: On-going since 01/01/2020



This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 4)

## → Course Structure

<b>1. Demystifying Innovation</b> <ul style="list-style-type: none"> <li>Importance of Innovation</li> <li>Definition of Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Definition of Innovation Breakthrough</li> </ul>	<b>2 hours</b>
<b>2. Innovation Techniques</b> <ul style="list-style-type: none"> <li>Individual and Team approaches</li> <li>Structured approach in problem-solving</li> </ul>	<ul style="list-style-type: none"> <li>Thinking styles</li> <li>Cross-functional teams and networks</li> </ul>	<b>2 hours</b>
<b>3. Step 1 of Innovation Process (Innovation Intent)</b> <ul style="list-style-type: none"> <li>Define the cases for change</li> <li>Quantify the growth gap</li> </ul>	<ul style="list-style-type: none"> <li>Set the Investment Profile</li> </ul>	<b>2 hours</b>
<b>4. Step 2 of Innovation Process (Opportunity Insights)</b> <ul style="list-style-type: none"> <li>Map your company's current business</li> <li>Look at future with scenarios</li> <li>Walk in someone else's shoes</li> </ul>	<ul style="list-style-type: none"> <li>Look at new partners</li> <li>Organize all dots or ideas into a single business opportunity map</li> </ul>	<b>6 hours</b>
<b>5. Step 3 of Innovation Process (Fields of Play)</b> <ul style="list-style-type: none"> <li>Identify fields of play</li> <li>Prioritize a field of play</li> </ul>	<ul style="list-style-type: none"> <li>Develop the prioritized field of play</li> </ul>	<b>6 hours</b>
<b>6. Step 4 of Innovation Process (Business Concepts)</b> <ul style="list-style-type: none"> <li>Identify business concepts</li> <li>Prioritize a business concept</li> </ul>	<ul style="list-style-type: none"> <li>Reverse engineer your prioritized business concept</li> </ul>	<b>6 hours</b>
<b>7. Step 5 of Innovation Process (Business Case)</b> <ul style="list-style-type: none"> <li>Identify key facts of the concept</li> <li>Visualize the concept</li> <li>Use tactical questions to address your concept</li> </ul>	<ul style="list-style-type: none"> <li>Bring the key facts, visualizations and tactical plans together</li> </ul>	<b>6 hours</b>
<b>Total Contact Hours</b>		<b>30 hours</b>

## → Duration and Mode of Study

30 hours, 2 sessions per week (Tuesday & Friday), 7-10 pm  
Commencement Date : 4 August 2020 (Tuesday)

## → Admission Requirements

- Secondary school education **OR**
- Mature student of at least 21 years of age

## → Venue

CityU SCOPE Learning Centre in Kowloon Tong or Tsim Sha Tsui East.

## → Fees and Online Application

Course Fee : HK \$15,800

IAC Examination Fee\* : HK \$500 (Payable to the HIMI)

\* It is optional if participants opt to take the IAC Examination and become a Level 1 Associate with the GIM Institute.

Online Application : [www.scope.edu/eapp/iacep](http://www.scope.edu/eapp/iacep) 

## → Medium of Instruction

English supplemented with Cantonese, assessments will be delivered in English.

## → Application Deadline

2 weeks before course commencement

## → Assessment and Award

- 1) Passing Mark : score at least 70% for all assessment components in addition to an overall pass mark of 50%
- 2) Overall attendance requirement of 70% or above

## Enquiries

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