



Innovation Certificates

**4 Innovation Graduate
Certificates
to develop the
Innovation Champions
of your company!**

**Innovation
distinguishes
between
a leader and
a follower**

Steve Jobs



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY



THE INSTITUTE FOR
KNOWLEDGE AND INNOVATION
SOUTH-EAST ASIA
BANGKOK UNIVERSITY



The objective for any business is to sustain and grow their activities. The world is changing at a fast pace. It is not only about meeting the increasing demand to adapt to change, but to propose new ways of approaching combinations of transformations. Successful companies are not the ones following a change process, but those that generate and lead change through innovation. These Innovation Certificates are designed in alignment with our MBI program, which aims to prepare the innovation champions to support your company.

Vision

To ensure managers' flexibility/adaptability and their innovation management capabilities progress by aligning the content of education with the fast evolving business' needs through the development of a learning by doing pedagogical approach.

Mission

To train the 21st century manager by providing employees the necessary knowledge and skills required to adapt to the current complex and fast evolving corporate environment.

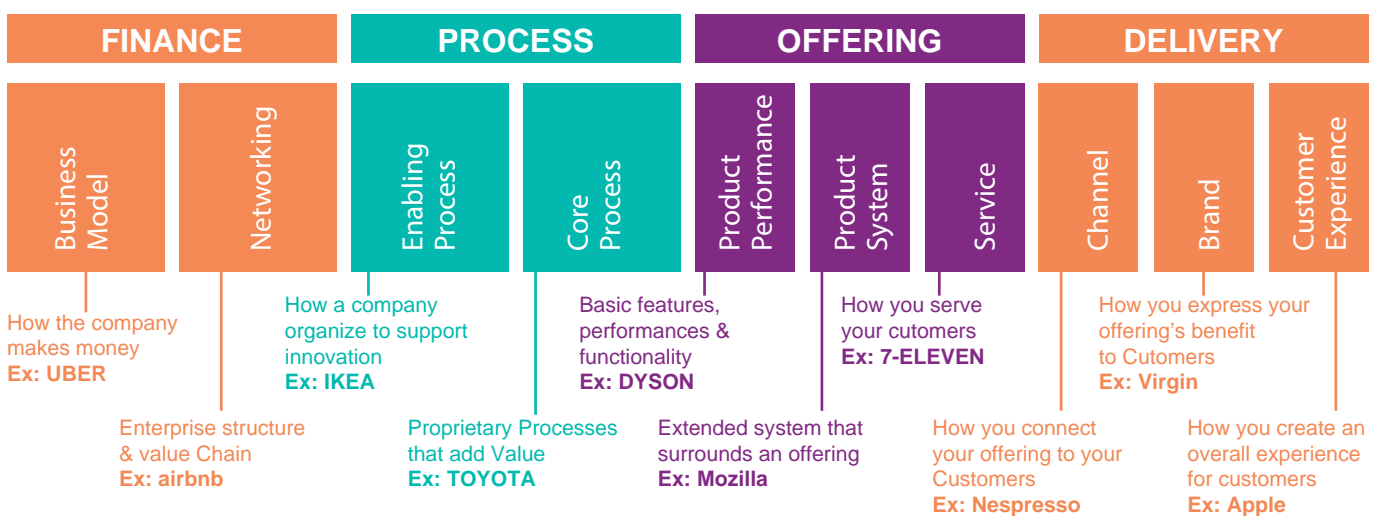
Values

To dedicate our organizational and pedagogical efforts towards delivering creative thinking, innovative resourcefulness, curiosity, open mindedness, critical thinking, interdisciplinary and experiential learning capabilities.

Innovation is the transformation of an idea into a successful product, service, process, or business model that will deliver new business value.

Innovation through intrapreneurship has become imperative for most private firms but increasingly so in the public sector. Therefore, capabilities in innovation management have become central to drive businesses and industry forward by both CEOs and governments alike. In today's more turbulent business environment, innovation involves the acquisition of external knowledge, advanced skills, collaboration and the application of new technological combinations.

Where is Innovation needed in your organization?



Invest in your Managers, Innovation is People!

Innovation Champions will make innovation happen in your organization at different levels and in different business units. It will no longer be the only responsibility of the marketing or R&D departments but the responsibility of all stakeholders, including your clients and competitors.

4 Innovation Certificates to develop the Innovation Champions of your company!

Each Certificate is composed of 4 courses + 1 individual project related to one of your concrete business innovation challenge. Each course represents 42 hours of teaching activities (28 hours face to face and 14 hours online (at your own pace)). By successfully completing each course, participants will earn 3 graduate academic credits (12 for the full Level 1 certificate) that can later be transferred toward the completion of a Master in Business Innovation (MBI). For each Level 2 certificate, 15 graduate academic credits will be earned.

After having completed level 1, participants can decide to complete the level 2 or to enroll into the Master in Business Innovation (MBI) by transferring the earned graduate academic credits.

Innovation Strategy

This certificate aims to train your managers to better plan the advancement of your organization in its technology, products / services and to ensure the future performance of your company against competitors. Innovative management and new operational procedures developed in high-tech businesses are acquired through real project-based learning.

Level 1

Business Innovation	Global Market Research	New Product Development	Strategic Innovation Management
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Level 2

Emerging Technology Trends	IP Management and Legal Strategies	Knowledge-Based Systems	Elective
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Innovation Management

This certificate aims to improve the ability of your managers to adopt the practices best adapted to optimize the transformation of ideas into concrete valuable realizations. They will learn through real projects how to invest in creating new opportunities to generate customer value.

Level 1

Business Innovation	Creativity and Innovation Techs	Innovation Project Feasibility	New Product Development
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Level 2

Innovation Design	Knowledge-Based Innovation	Global Project Management	Elective
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Innovative Marketing

This certificate aims to give your managers new methods to help them optimize the product design or packaging, the product placement, promotion or pricing. They will be trained to better involve your customers in the products/services development of your company.

Level 1

Business Innovation	Global Market Research	New Product Development	Innovation Design
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Level 2

Knowledge-Based Innovation	Emerging Technologies Trends	Market-Centered Innovation	Elective
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Technology Driven Innovation

This certificate aims to initiate your manager to new innovation concepts and techniques that allow better combination of existing knowledge and corporate technologies.

Level 1

Business Innovation	Creativity and Ideation Techniques	Innovation Project Feasibility	Knowledge-Based Innovation
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Level 2

Innovation Design	IP Management and Legal Strategies	Knowledge-Based Systems	Elective
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With the Innovation Certificates support your managers to:

- Identify and generate new ideas and opportunities as well as develop innovation
- Integrate theories and practices to strengthen the innovation capabilities of your organization
- Be instrumental in the development and launch of new products or services
- Manage innovative organization
- Facilitate innovation and the changes required for organizations to become innovation centric

Innovative Pedagogy

Within our MBI Program & Certificates, the PBL (Project-Based Learning) approach is used as a mean of facilitating critical thinking, enhancing communication, developing curiosity / creativity and, as such, favors inter-personal exchanges. This pedagogic innovation relies upon complex tasks, based on challenging questions or problems, that involve managers in design, problem-solving, decision making, or investigative activities. The PBL curriculum focuses on knowledge and skills development through concrete applications in project management.



PBL processes rely on the necessity for managers to select and use more adapted knowledge and skills to identify the relevant issues in a specific situation and to solve problems.

The best way
to predict the future
is to invent it.

Alan Kay



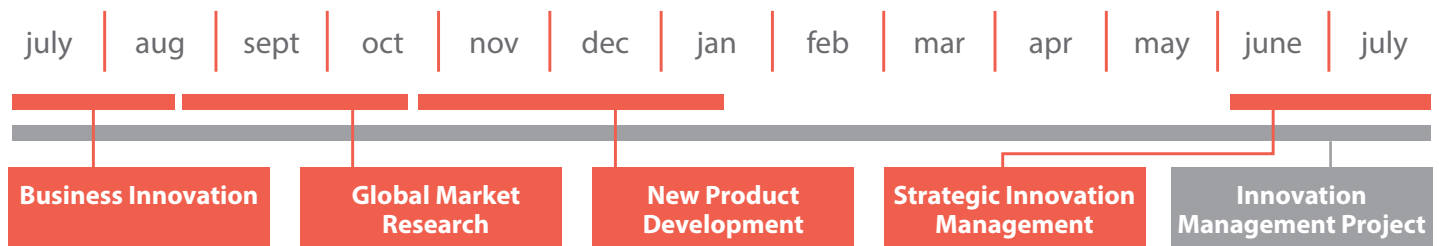
Innovation Certificate

Innovation Strategy

Corporate Certificate Level 1

Description

Innovation is strategic to organizations' survival and growth. Envisioning and planning for an uncertain future is a difficult task that requires openness and flexibility in building and managing the company's innovation capability. During this certificate, you will learn about innovation strategic analysis (what could we do?), strategic selection (what are we doing to do, and why?) and strategic implementation (how are we going to make it happen?). The knowledge and skills gained through level 1 will enable you to drive innovation in your company to make an immediate and lasting impact.



Business Innovation (Preliminary module) This module is concerned with strategic innovation management for corporate competitive advantage. It provides students with the knowledge to understand, and the skills to manage innovation at the operational and strategic levels. Specifically, it integrates the management of market, organizational and technological change to enhance competitiveness of the firm. Students will acquire a critical understanding of innovation at the operational and strategic levels in the strategic innovation management context and obtain a critical understanding of the contexts, processes, structure, and capabilities in managing innovation in a fast changing globalised business environment.

Global Market Research provides knowledge on the qualitative and quantitative methodologies used in global market research, which provides a foundation to understand markets and consumers. A variety of qualitative and quantitative data collection and data analysis methods for descriptive, causal, and exploratory research designs will be discussed and compared, alongside the utilization of these techniques in market research. The research design process (problem identification, proposal writing) will also be taught. During this module students will be presented with the concepts of marketing in all types of organizations and various techniques and approaches used to study the market, competitors, competitive intelligence, as well as emerging weak signals.

New Product Development introduces process including services as well as techniques to manage innovation teams composed of members from different departments such as marketing, engineering, R&D, sales, etc. This module examines the strategies, processes, methods and techniques used for new-product development. The first part of the module focuses on new product development strategies. The second part considers techniques and processes for managing different stages of product development, from idea generation to market testing.

Strategic Innovation Management covers various aspects of the innovation implementation process will be presented: strategy, change, implementation, motivation and sustainability. The module aims to provide an understanding of key innovation and entrepreneurship management concepts and principles, in particular, how to manage product innovation and development at operational and strategic levels and enhancing competitiveness through innovation. The processes involved in the development of new products and services, including the management of resources and key activities. Key internal and external factors influencing and facilitating innovation within organizations will be examined.

Innovation Management Project Every participant will be given the opportunity to apply the knowledge and skills that they have acquired through the 4 certificate modules to a real innovation challenge/project of their organization. This practical experience will be source of valuable learning that will validate and enrich their strategic innovation expertise.

Certificate Highlights:

- Theoretical and practical (project-based) learning
- Modules are offered on Saturdays (1/2 day)
- Each module last 2 months
- Blended learning (2/3 face to face, 1/3 online)
- Earn 12 graduate academic credits
- Taught by International professional and academic experts

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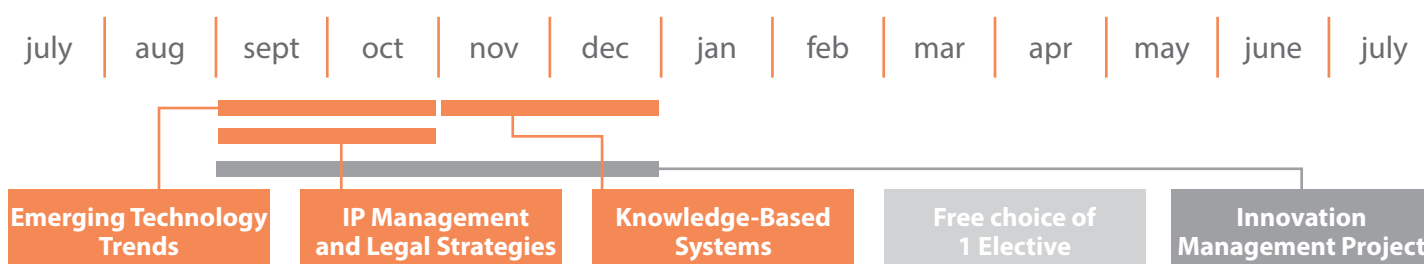
Innovation Certificate

Innovation Strategy

Corporate Certificate Level 2

Description

This certificate builds on the knowledge and skills gained during Level 1. Develop strategic innovation and build an agile company that uses emerging technologies to transform itself. Nowadays, innovation happens in ecosystems where knowledge is shared among various parties. Learn how to protect knowledge and to create value from it by developing an open innovation strategy. The knowledge and skills gained through level 2 will equip you with the tools to become the next generation strategic leaders.



Emerging Technology Trends This module covers the technical, market and application trends for Emerging technology. In this module, students will learn about the latest emerging technologies as well as technology forecast (broad technologies, not only information technology based). It will focus on understanding how technologies evolve, how their utilization impact current product and services and behaviors, and the potential pitfalls as well as benefits of adopting a new technology.

IP Management & Legal Strategies for Innovation Protecting intellectual assets has become a key success factor for organizations in the knowledge-based economy. This module provides you with the knowledge and tools for managing intellectual property (IP), and how best to deploy and appropriate these to create value from the perspective of both private and public sector organizations. More specifically, you will gain an understanding of IP strategies and approaches in multinational corporations, small and medium-sized enterprises as well as universities and research institutes. You will learn about patents and copyrights as instruments to protect IP as well as develop an understanding of less formal, alternative approaches.

Knowledge-Based Systems This module describes and explains the recent developments in the field of Information Technology that open up new vistas in computer-aided management decision-making. This module will cover the role of various technologies that can enable and support innovation: collaborative systems, data mining and data warehousing, content management techniques, co-creation tools, simulation (3D), and group sense making.

Choice of Elective:

Global Project Management
Market-Centered Innovation

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Innovation is
how to turn
knowledge
into money

Geoff Nicholson



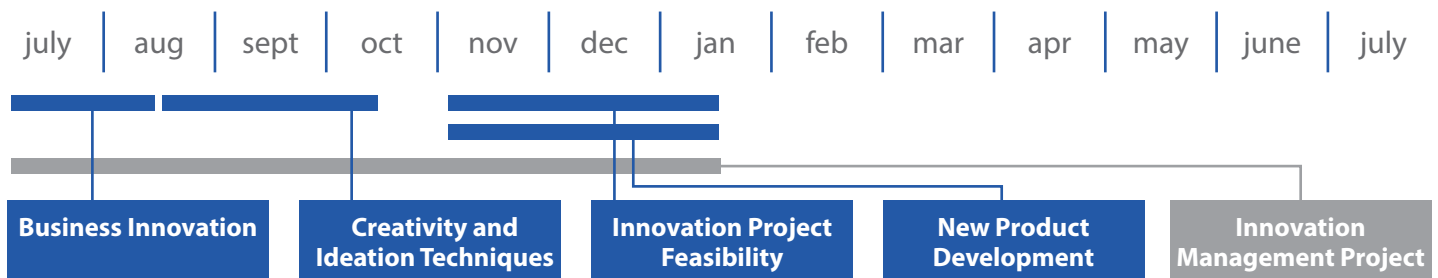
Innovation Certificate

Innovation Management

Corporate Certificate Level 1

Description

Innovation has become one of the strategic weapons of companies and many innovations fail due to weak execution. In this certificate, you will learn how to manage the innovation process from ideation to commercialization, reflecting upon the human, technology, strategy, and governance aspects. The knowledge and skills gained through level 1 will assist you in managing innovation in your company, in an efficient and successful manner.



Business Innovation (Preliminary module) This module is concerned with strategic innovation management for corporate competitive advantage. It provides students with the knowledge to understand, and the skills to manage innovation at the operational and strategic levels. Specifically, it integrates the management of market, organizational and technological change to enhance competitiveness of the firm. Students will acquire a critical understanding of innovation at the operational and strategic levels in the strategic innovation management context and obtain a critical understanding of the contexts, processes, structure, and capabilities in managing innovation in a fast changing globalised business environment.

Creativity and Ideation Techniques The module introduces students to an exploration of creativity and ideation within the discipline of business and management. The changing understanding of creativity is explored as well as personal approaches to creative problem solving. The broad nature of ideation is examined – especially in terms of idea generation, evaluation, and concept development. The role of both creativity and ideation in gaining strategic advantage is introduced. Students will be exposed to creativity in different fields i.e. Business, Arts, Science, Engineering and Social science.

Innovation Project Feasibility This module presents the various methods and concepts that can be used to assess the feasibility, viability, and sustainability of an innovation project in term of: Economic feasibility, Legal feasibility, Operational feasibility, Technical feasibility, Schedule feasibility, etc. Accounting, Finances, Risks and Budgeting concepts will also be covered. The Innovation Project Feasibility sees the application by students, to their own professional practice, of the theory they have learnt regarding the design and evaluation of learning innovations, through carrying out and writing up a smallscale research project.

New Product Development During this module students will be presented with the New Product Development process including services as well as techniques to manage innovation teams composed of members from different departments such as marketing, engineering, R&D, sales, etc. This module examines the strategies, processes, methods and techniques used for new-product development. The first part of the module focuses on new product development strategies. The second part considers techniques and processes for managing different stages of product development, from idea generation to market testing.

Innovation Management Project Every participant will be given the opportunity to apply the knowledge and skills that they have acquired through the 4 certificate modules to a real innovation challenge/project of their organization. This practical experience will be source of valuable learning that will validate and enrich their strategic innovation expertise.

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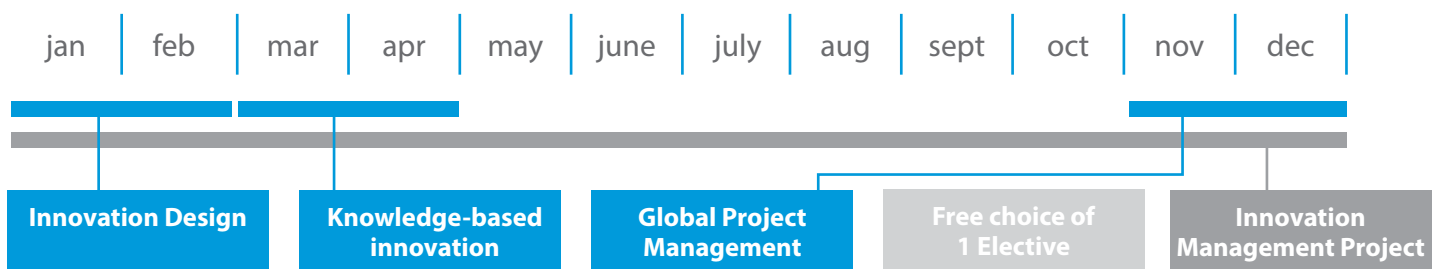
Innovation Certificate

Innovation Management

Corporate Certificate Level 2

Description

This module builds on the knowledge and skills gained during Level 1. Learn how to make innovation a systematic, sustainable, and scalable process in your company. Learn how to better understand and detect the real innovation opportunities through innovation design techniques. Learn how to project manage innovation involving various international players. The knowledge and skills gained through this certificate will equip you with the knowledge and tools to successfully manage transformational product and service innovations.



Innovation Design Innovation Design Techniques module seeks to develop basic skills in design thinking and innovative problem solving. Design thinking is a methodology of innovation based on a deep understanding of what people want and need. During this module, participants will be presented with various approaches and techniques that can be used to design new products, services, etc. Hands on experience will be provided developing physical prototypes, mockups, fab-lab, etc.

Knowledge-Based Innovation participants will learn innovation concepts and techniques that allow innovation to emerge from a better use and combination of existing knowledge. Concepts of Knowledge management will be presented as well as techniques like Theory of Inventive Problem Solving (TRIZ) and C-K. TRIZ is an Inventive Problem Solving Process and a structured, "left-brained" approach to breakthrough innovation through the use of patterns of invention documented in the most inventive of the world's patents. The C-K design theory or concept-knowledge theory is both a design theory and a theory of reasoning in design. The theory builds on several traditions of design theory, including systematic design, axiomatic design, creativity theories, general and formal design theories, and artificial intelligence-based design models.

Global Project Management This module will develop the skills and knowledge necessary to manage international projects in global settings, with particular focus on project management techniques, project systems thinking, and relevant management theories. It focuses both on the hard side of project management, referring to schedule, cost, resource, risk management, and quantitative modeling and analysis, as well as the soft issues such as concept generation and teamwork that must be dealt with in order to ensure success of the projects. The module will cover the core principles of managing project development and the key elements required to bring projects to successful fruition.

Choice of Elective:

Market-Centered Innovation
Emerging Technology Trends
IP Management and Legal Strategies
Knowledge-Based Systems

Innovation Management Project Every participant will be given the opportunity to apply the knowledge and skills that they have acquired through the 4 certificate modules to a real innovation challenge/project of their organization. This practical experience will be source of valuable learning that will validate and enrich their strategic innovation expertise.

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If I had asked my
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Henry Ford



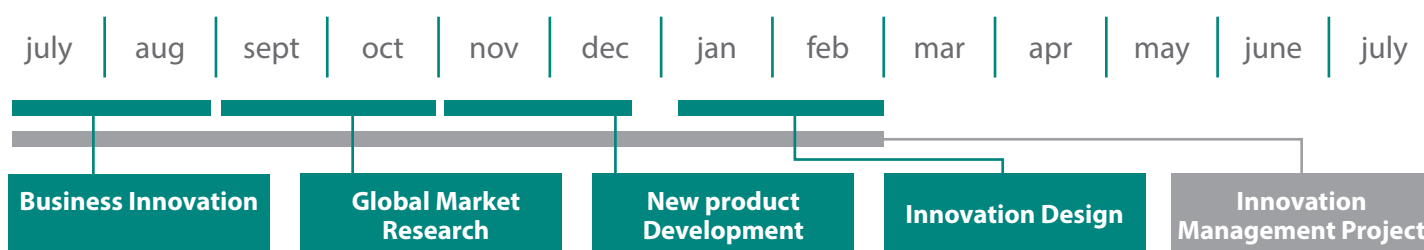
Innovation Certificate

Innovation Marketing

Corporate Certificate Level 1

Description

Innovation is more and more customer-focused. During this certificate you will learn how to better understand the customer experience by developing deeper customer insights. Customers not always know what they really want/need. In this certificate, by using design thinking, co-creation, engagement, observation and prototyping techniques, you will learn how to develop and market successful novel products and services.



Business Innovation (Preliminary module) This module is concerned with strategic innovation management for corporate competitive advantage. It provides students with the knowledge to understand, and the skills to manage innovation at the operational and strategic levels. Specifically, it integrates the management of market, organizational and technological change to enhance competitiveness of the firm. Students will acquire a critical understanding of innovation at the operational and strategic levels in the strategic innovation management context and obtain a critical understanding of the contexts, processes, structure, and capabilities in managing innovation in a fast changing globalised business environment.

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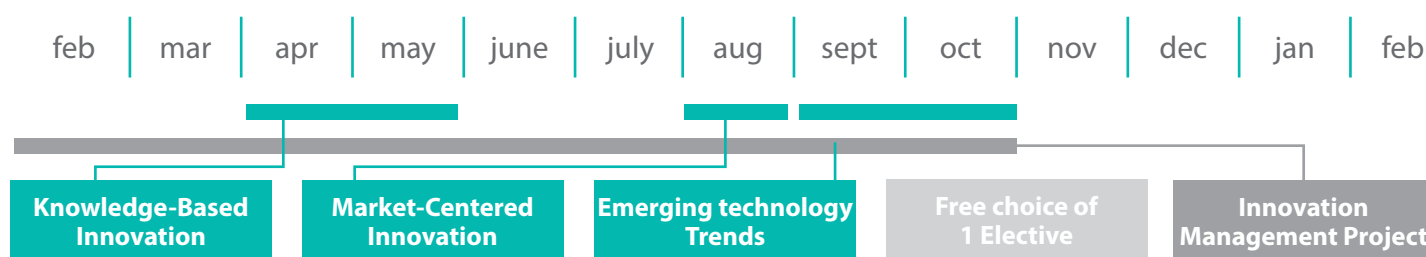


Innovation Certificate

Innovation Marketing Corporate Certificate Level 2

Description

This certificate builds on the knowledge and skills gained during Level 1. You will learn how to leverage your understanding customer needs, through the processes and technology required to create new and winning solutions. Market-centered innovation tools and techniques will be applied to gain ideas, knowledge and solutions from various players within innovation networks using methods like crowd sourcing, Big Data, or collective intelligence. The knowledge and skills gained through this certificate will equip you with the knowledge and tools to successfully develop and market innovative product and services.



Knowledge-Based Innovation Participants will learn innovation concepts and techniques that allow innovation to emerge from a better use and combination of existing knowledge. Concepts of Knowledge management will be presented as well as techniques like Theory of Inventive Problem Solving (TRIZ) and C-K. TRIZ is an Inventive Problem Solving Process and a structured, “left-brained” approach to breakthrough innovation through the use of patterns of invention documented in the most inventive of the world’s patents. The C-K design theory or concept-knowledge theory is both a design theory and a theory of reasoning in design. The theory builds on several traditions of design theory, including systematic design, axiomatic design, creativity theories, general and formal design theories, and artificial intelligence-based design models.

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Market-centered Innovation In this module, participants will learn how to develop market orientation throughout the innovation process in order to be better prepared for meeting the challenges in realizing commercial acceptance and success. The participants will be able to analyze a market, employ user and customer involvement in the innovation process, and develop a comprehensive approach to launch and market innovative new products and services. Topics like co-creation, Crowd sourcing, customer involvement, and supplier involvement will be covered.

Choice of Elective:

IP Management and Legal Strategies
Knowledge-Based Systems
Global Project Management

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I've just found
10,000 ways
that won't work

Thomas A. Edison



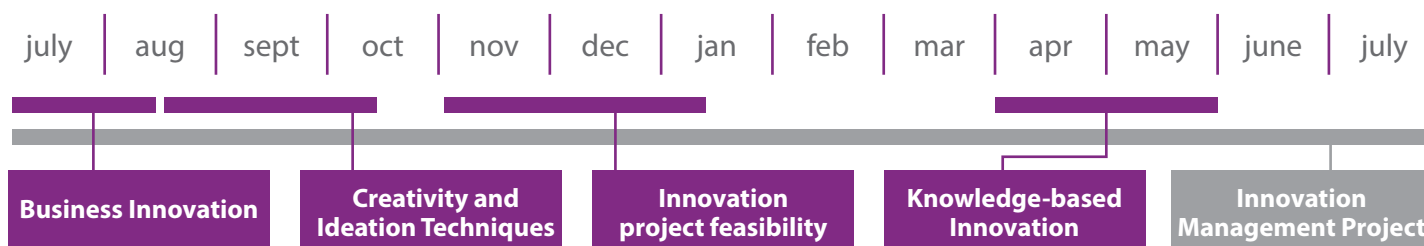
Innovation Certificate

Technology-driven Innovation

Corporate Certificate Level 1

Description

Most innovations have a technology component attached to it. In the past, the R&D departments were mainly in charge of the scientific discoveries and of their conversion to concrete technological solutions. Currently, innovation is the role of everyone in the organization and managers need to be able to understand how new technologies can help them find innovative solutions to solve their challenges. During this Certificate, you will learn how to manage technology-driven projects by accelerating the transformation of innovative projects from ideation to commercialization/deployment whilst managing associated risks.



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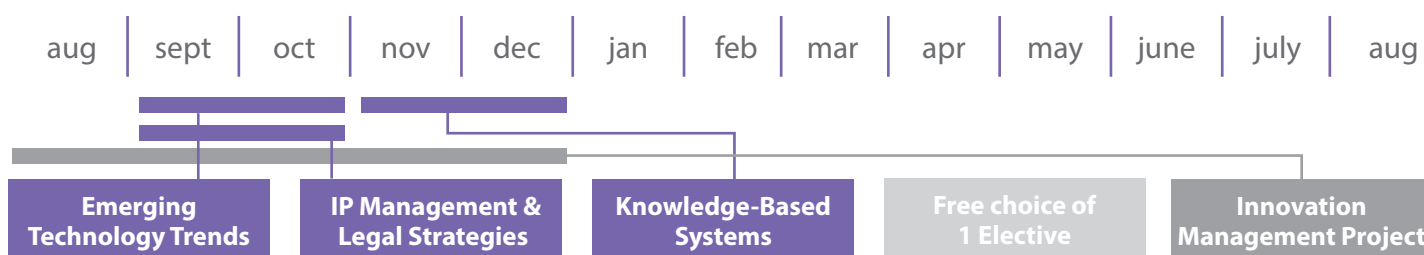
Innovation Certificate

Technology-driven Innovation

Corporate Certificate Level 2

Description

This certificate builds on the knowledge and skills gained during Level 1. Technology acts as an enabler as well as a transformation agent for innovation. Learn how to systematically identify and leverage technical knowledge to generate new ideas and solutions, while protecting valuable knowledge through Intellectual Property. Learn about emerging technology trends and technology forecast. The knowledge and skills gained through this certificate will equip you with the tools and knowledge to become the technology intrapreneur of your company.



Emerging Technology Trends This course covers the technical, market and application trends for Emerging technology. In this course, students will learn about the latest emerging technologies as well as technology forecast (broad technologies, not only information technology based). It will focus on understanding how technologies evolve, how their utilization impact current product and services and behaviors, and the potential pitfalls as well as benefits of adopting a new technology.

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Choice of Elective:

Market-Centered Innovation
Global Project Management

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Certificate Modules:

CERTIFICATES:	Innovation Strategy		Innovation Management		Innovation Marketing		Technology Driven Innovation	
	Level 1	Level 2	Level 1	Level 2	Level 1	Level 2	Level 1	Level 2
Modules:								
Business Innovation	●		●		●		●	
Creativity & Innovation Techniques			●				●	
Global Market Research	●				●			
Innovation Project Feasibility			●				●	
New Product Development	●		●		●			
Innovation Design				●	●			
Knowledge-Based Innovation				●		●	●	
Strategic Innovation Management	●							
Innovation Management Project	●	●	●	●	●	●	●	●
Emerging Technology Trends		●				●		●
IP Management & Legal Strategies		●						●
Market-Centered Innovation						●		
Knowledge-based Systems		●						●
Global Project Management				●				
Choice of 1 Elective module		●		●		●		●



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The MBI Program and Innovation Certificates are managed by the Institute for Knowledge and Innovation Southeast Asia (IKI-SEA). The Institute for Knowledge and Innovation Southeast Asia (IKI-SEA), is a Bangkok University Center of Excellence operating as a not for profit organization. The IKI-SEA combines leading-edge academic research capability with in-depth business experience to provide practical and effective business solutions to the private and public sectors, both here in Thailand as well as throughout Southeast Asia.

Among its various activities, the IKI-SEA: Founded and animates the **iklub**; Founded and animates “**Creative Bangkok**” week; the **CreativeMornings**; Founded and publishes the **iKNOW Magazine**; Publishes the **IKI video Talks**; Created and manages the **PhD KIM** and **MBI Program**.

Fees:

The cost of each certificate is 200,000 THB

Group discount are available, contact-us for more information.

Admission Requirements:

For the Innovation Certificates:

Have proficient command of English language skills. Hold a Bachelor's Degree or its equivalent, in any field from local or overseas educational institutions as recognized by the Ministry of Education. To apply to certificate level 2, applicants must have successfully completed level 1.

Applications may be submitted online at anytime.



Innovation Workshops

The IKI-SEA also provides customized Innovation and Creativity Workshops to fulfill the special needs of your company. Short term workshops can be offered on site to develop the innovation champions of your company. Please have a look at our Innovation Workshops (IW) brochures and contact us for more detailed information.



Innovation Certificates

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