

Innovation Management (CM-INNMC)

Syllabus

Our goal at CertMind is to certify the skills of professionals who perform in the context of Technology. To achieve this, we seek to ensure that professionals demonstrate their skills and knowledge by applying an International Certification Exam.

The purpose of **Innovation Management Certification** is to demonstrate that the professional has a practical understanding of the processes, and the most common tools for **Innovation management**, which can be applied to solving complex problems of your organization from the different workflow models used in business innovation.

Who should take this test?

This exam is ideal for individuals or teams interested in leveraging innovation, creativity and transformation capabilities for the development of strategies and activity planning that enable the search, development and evaluation of ideas that promote innovation.

Roles such as: Entrepreneurs and business managers, marketing and sales managers, business line managers or strategic units, project managers/leaders, among others.

Recommended training time

16 hours, segmented into approximately 4 4-hour sessions.

Certification Exam Format

- **Type:** 40-question exam, multiple choice and one answer.
- **Running time:** 60 minutes.
- **Minimum note to approve:** 28/40 or 70%.
- **Additional time:** If the professional does not present the exam in their native language, they will have an additional 15 minutes and is also allowed to use a dictionary.
- **Pre-requirements:** None. It is highly recommended that the professional attend formal training in **Innovation Management** and also have knowledge in processes of innovation and business problem solving.
- **Supervision:** Yes.
- **Open book:** No.
- **Modality:** available online only.
- **Certification renewal:** No.
- **Others:** All applicants are required to read and accept the company's code of ethics and terms and conditions.

In order to ensure that the professional has the minimum skills and knowledge that can be applied in a real environment, the review addresses the following topics:

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Module 1: Introduction

In this module, the professional will understand the context of **Innovation Management** and how it is managed in countries, companies and people in addition to understanding the traditional principles, processes and practices of innovation management.

- 1.1. Definition and context
- 1.2. INnovate's DNA

Module 2: Organizational Culture

In this module, the professional Will understand the concepts, structure, and models necessary to carry out the activities required for the design of his structure, taking into account, elements such as internal harmony and the situation of the organization in its environment.

- 2.1 Organizational Culture
- 2.2 Organizational context
- 2.3 Organizational models

Module 3: Creativity

In this module, the professional will understand the concepts and types of creativity, as well as the classic models of the creative process for problem solving from the understanding and application of the different innovation techniques.

- 3.1 What is creativity
- 3.2 Types of creativity
- 3.3 Creative process
- 3.4 Creative exercise
- 3.5 Individual and collective factors that block creativity



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Module 4: Strategy

In this module, the professional must understand the concepts related to thinking and strategic planning for the development of initiatives according to the future needs of customers.

- 4.1. Strategic thinking and strategy planning
- 4.2. Operational definition of innovation

Module 5: Innovation environment

In this module, the professional must understand how the development of skills will allow him to take advantage of the tools derived from technological changes to be applied in the management of strategies in his organization,

- 5.1. Sustainable Innovation.
- 5.2. Digital Transformation

