

Emerging Business

Certified Innovation for Growth Professional

Curriculum

Program Outline :

Module 1: Fundamentals of Certified Innovation for Growth Professional

- **Innovative Thinking and Creativity:**

Learn techniques to foster creative thinking and generate innovative ideas for business growth.

- **Strategic Innovation Management:**

Understand how to manage innovation strategically, aligning it with business goals and objectives.

- **Market Research and Analysis:**

Develop skills to conduct market research and analyze trends to identify opportunities for innovation.

Module 2: Advanced Certified Innovation for Growth Professional

- **Predictive Analytics and Market Forecasting:**

Utilize predictive analytics to forecast market trends and customer behavior, enabling proactive decision-making and identifying opportunities for innovation.

- **Agile Innovation Management:**

Implement advanced Agile practices to manage complex innovation projects efficiently and effectively.

- **Design Thinking and Prototyping:**

Apply design thinking methodologies to foster creativity and innovation in product and service development, and master advanced prototyping techniques to test and refine concepts.

Module 3: Practical Applications

- **Market Research and Analysis:**

Conduct comprehensive market research to identify trends, customer needs, and opportunities for innovation. Use this data to drive strategic decision-making.

- **Product and Service Innovation:**

Develop and implement innovative products and services that address market demands and enhance customer satisfaction.

- **Strategic Innovation Management:**

Lead and manage innovation initiatives within organizations, aligning them with business goals and objectives to drive growth.

Module 4: Capstone Project

- **Market Research and Analysis:**

Conduct comprehensive market research to identify trends, customer needs, and opportunities for innovation. Analyze competitive landscape and identify gaps in the market

- **Innovation Concept Development and Prototyping:**

Develop innovative ideas and concepts based on market research insights. Design and create prototypes of the innovative solution, and conduct rigorous testing to gather feedback and refine the innovation.

- **Implementation and Go-to-Market Strategy:**

Plan and manage the implementation of the innovative solution within the organization or market. Develop a comprehensive go-to-market strategy, including target audience, positioning, marketing plan, and execution to drive successful adoption.

Websites:

- <https://chools.in/>
- <https://ramaqchools.com/>
- <https://www.choolsgroup.com/>