

INNOVATION STRATEGY CERTIFICATE

Program Description

Any organization can create a new product, service, or technology, but without a structured plan, the chances of a low return on investment are high. In this series of courses, you will learn how to develop an innovation strategy that aligns with your organization's goals. Throughout the program, you will complete a series of activities that allow you to create and iterate on various aspects of a successful strategy, including identifying an executive champion and other supportive stakeholders as well as developing an overall vision, SMART goals, and a budget. You will practice using the innovation competencies of lean startup, makerspace, and design thinking to aid you in the customer discovery process. You will also learn how to use tools such as hackathons, design sprints, and centers of excellence to embrace the imagination of all your stakeholders. You will identify potential risks to the successful implementation of your strategy and create mitigation plans. As you learn, you will create a presentation document called the innovation placemat that you can use to pitch to stakeholders in your own organization to make your innovation strategy a reality.

Key Takeaways

- Create an innovation strategy for your organization
- Apply innovation competencies including lean startup, maker culture, and design thinking
- Develop a plan of internal and external innovation tools to execute your innovation strategy
- Obtain buy-in, identify funding, and develop infrastructure to support a culture of innovation
- Use innovation tools such as hackathons, design sprints, and rapid prototyping
- Deploy the innovation strategy for your organization and measure its effectiveness

What You'll Earn

- Innovation Strategy Certificate from Cornell College of Engineering
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- Entry-level to executive leaders
- Product managers
- MBA students
- Data scientists and analysts
- Entrepreneurs and aspiring entrepreneurs

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Innovation Strategy Certificate (<https://ecornell.cornell.edu/certificates/engineering/innovation-strategy/>).

Courses

Code	Title	Hours
eCornell CEEM531	Developing Innovation Strategy	0
eCornell CEEM532	Building Innovation Competencies	0
eCornell CEEM533	Innovation Tools	0
eCornell CEEM534	Implementing Innovation	0
eCornell CEEM535	Evaluating and Scaling Innovation	0