



CERTIFICATE OF ADVANCED STUDIES

CERTIFIED INNOVATION MANAGER

UNIVERSITÄT
LEIPZIG



OUR MISSION



The International SEPT Competence Center is a research and training unit at Leipzig University dedicated to provide theoretical insight as well as practical experience in the management and promotion of Small and Medium-Sized Enterprises (SMEs) worldwide.

Because of our location in Germany, we have permanently the opportunity to learn from successful German SMEs and to analyze in detail their best practices and winning experiences, as well as those of the institutions that foster and promote them.

For these reasons, all training programs that are offered by SEPT are based on the patterns of the outstanding German SMEs and the measures that have been successfully applied to promote them.

“Our main goal is to transfer knowledge to institutions and firms from all over the world that are looking forward to implementing successful strategies in the promotion and development of SMEs”

CERTIFIED INNOVATION MANAGER

TRAINING CONCEPT

The main purpose of the training, is to familiarize participants with the application of different concepts and tools surrounding innovation management on their organizations. The course has been designed for managers in the public and private sector.

Part 1: Innovation Concept Design

- Understanding Customer Demand
- Idea Generation and Design Thinking
- Systematic Analysis of Innovation Opportunities
- Learning from Competitors

Part 2: Innovation System Development

- Strategic Innovation Management
- Innovation Process Design
- Innovation Organization
- Innovation Culture

Part 3: Project Coaching

- Innovation Plan for Product/Service
- Innovation Management System Design

CONTENT PART 1

SESSIONS	TOPICS	METHODS/TOOLS
1 INNOVATION CONCEPT	<ul style="list-style-type: none">• Introduction	<ul style="list-style-type: none">• 10 Types of Innovation
2 UNDER-STANDING CUSTOMERS	<ul style="list-style-type: none">• Customer Integration in Innovation Process• Analysis of Market Demand	<ul style="list-style-type: none">• Personas• Customer Demand Profile• Customer Journey
3 CREATIVITY	<ul style="list-style-type: none">• Idea Generation• Idea Evaluation	<ul style="list-style-type: none">• Creativity Techniques• USP / Idea Scoring
4 SYSTEMATIC ANALYSIS OF OPPORTUNITIES	<ul style="list-style-type: none">• Systematic analysis of product characteristics• Systematic analysis of processes	<ul style="list-style-type: none">• Functional Model• Quality Function Deployment• Process Mapping• Failure Mode and Effect Analysis• Cost and Time Analysis
5 LEARNING FROM COMPETITORS	<ul style="list-style-type: none">• Analysis of Competitor's Products and Services• Analysis of Innovation Tactics	<ul style="list-style-type: none">• Product and Service Clinic• 10 Types of Innovation
6 INNOVATION CONCEPT	<ul style="list-style-type: none">• Value Proposition Design	<ul style="list-style-type: none">• Kano Model• Value Map

CONTENT PART 2

SESSIONS	TOPICS	METHODS/TOOLS
7 INNOVATION MANAGEMENT SYSTEM	<ul style="list-style-type: none">• Innovation Management System Concept	<ul style="list-style-type: none">• House of Innovation• Innovation Management Assessment
8 INNOVATION STRATEGY	<ul style="list-style-type: none">• Innovation Strategy Development	<ul style="list-style-type: none">• Portfolio Analysis• Innovation Roadmaps• Innovation KPIs
9 INNOVATION PROCESS MANAGEMENT	<ul style="list-style-type: none">• Innovation Process Design• Defining Responsibilities in Innovation Processes	<ul style="list-style-type: none">• Stage-Gate Process
10 INNOVATION ORGANIZATION	<ul style="list-style-type: none">• Responsibilities	<ul style="list-style-type: none">• Innovation Manager and Teams• Agile Working Methods
11 INNOVATION CULTURE	<ul style="list-style-type: none">• Innovation Culture Promotion	<ul style="list-style-type: none">• Innovation Promoters• Innovation Barrier Analysis• Stakeholder Analysis• Intellectual Property Management• Innovation Culture Assessment



“LEARNING AS A
DYNAMIC PROCESS”

TRAINING METHODOLOGY

Our **constructivist methodology**, allows our participants to become active agents in the learning process, through the application of concepts and tools that allow them to build and adapt their own strategies continuously.

In this way, we encourage the interaction of participants not only with our consulting team, but also among themselves, in order to form a network of experts from different areas and contexts, which leads to the discussion of relevant issues to address comprehensively the current market demands.

We accompany the training with parallel coaching sessions, which are essential for the development of an **Innovation Plan** for a selected product or service as well as the design of the **Innovation Management System** of the respective organization.

CERTIFIED INNOVATION MANAGER

PROFILE OF THE TRAINERS



PROF. DR. UTZ DORNBERGER

He is the Director of the SEPT Competence Center at Leipzig University. His academic and professional focus is on innovation and entrepreneurship management. He is also the Co-Founder of Conoscope GmbH, a consulting firm specialized in the fields of strategic business development. He has international experience in 5 continents and over 50 countries.



ALFREDO SUVELZA

He earned the MBA in Small and Medium Enterprise Development at Leipzig University, Germany. His activities include training and coaching projects in the field of innovation management and promotion, areas in which he operates as a private international consultant and coach as well.



PHILIP FRIEBEL

He is a research fellow and lecturer at the SEPT Competence center of Leipzig University. He is a certified market analyst from Fraunhofer Gesellschaft and Meyer Industry Research GmbH. He also completed the Innovation Readiness Series from the IC2 Institute of the University of Texas at Austin.



AKEEL SANDOUK

He is a research fellow and PhD candidate at the SEPT Competence Center at Leipzig University. He is a trainer of Innovation Management, Process Analysis & optimization and Project management. He has international experience working as consultant for organizations like the GIZ and the World Bank.



ADDITIONAL INFORMATION



PLACE

The training course can be implemented online or offline in Leipzig or other cities worldwide.



ADMISSION REQUIREMENTS

- A 4-year undergraduate degree or its equivalent from a reputable university
- Documentation of English proficiency
- Minimum two years of relevant career experience
- Basic knowledge of management and economic issues



DURATION & PARTICIPANTS

The training course is planned for totally **90 training and coaching hours**. The maximum number of participants is 25.



LANGUAGE OF INSTRUCTION

The training course can be held in **English, German, and Spanish**.



CERTIFICATE + ECTS

Successful participants will obtain the **Certified of Advanced Studies** issued by Leipzig University. Additionally, **10 ECTS** will be granted.

RENOWNED INTERNATIONAL **EXPERIENCE**



We have already implemented our
Innovation and Entrepreneurship
Management Trainings in more than
30 countries in the world.



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