



Certified Innovation Management Professional VS-1424

Vskills Certifications

Vskills Brochure



Certified Innovation Management Professional

Innovation is converting an idea into a good or service which adds value for the customer.

In today's competitive business environment, it is imperative for companies to innovate to not only sustain but also adapt as per customer needs.

Innovation management is an organizational concept, which focuses on developing and maintaining an environment which fosters innovation in an organization. It enables the organization to better address the customer's requirements, access new opportunities and have a sustainable growth.

Why should one take this certification?

Certification in innovation management helps candidate to better understand the barriers in fostering innovation and how to select a suitable idea.

Who will benefit from taking this certification?

Certification in innovation management is suitable for senior and mid managers, supervisors who are engaged in decision making in organization.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Includes all taxes) *

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Table of Contents

1. Why Innovate?

- 1.1 Innovate to Energize
- 1.2 Innovate for Growth
- 1.3 Innovate for Survival

2. What to Innovate?

- 2.1 Vision, Portfolio and Innovation
- 2.2 Innovating Experiences
- 2.3 Process Innovation

3. How to Innovate?

- 3.1 Voice of the Product
- 3.2 Voice of the Customer
- 3.3 Fostering Creativity

4. Who Innovates?

- 4.1 Individual Innovator
- 4.2 Innovation Teams
- 4.3 Innovative Organization

5. Price-Cost-Value

- 5.1 Business Model
- 5.2 Systems Thinking
- 5.3 Feedback Effects
- 5.4 Vision

6. Hidden Costs, Hidden Benefits

- 6.1 Accounting Costs
- 6.2 Risk Adjusted Opportunity
- 6.3 Hidden Costs
- 6.4 Hidden Benefits
- 6.5 Sunk Costs

7. Trade-Offs

- 7.1 Value Innovations
- 7.2 Trade-Offs
- 7.3 Comparative Advantage

8. Cost Functions: 'Survival of the Fittest'

- 8.1 Cost Functions
- 8.2 Competitive Markets Economics
- 8.3 Competition Niche

9. People, Knowledge and Machines

- 9.1 Adaptive Leadership
- 9.2 Free Lunches

10. Scale and Scope

- 10.1 Network Economies
- 10.2 Cost Function
- 10.3 Commoditization
- 10.4 Platform Leadership

11. Learning Curves Are Made, not Born

- 11.1 Learning Curve Concept
- 11.2 Loop Thinking

12. Demand-Driven Innovation

- 12.1 Price Sensitivity
- 12.2 Market Segmentation

13. Calculating Risks

- 13.1 Risk-Benefit Analysis
- 13.2 Decision Trees
- 13.3 Scenario Analysis

14. Competing by Collaborating

- 14.1 Game Theory
- 14.2 2x2 Strategy Matrix

Sample Questions

1. What is not an step in gaining growth using innovation, by successful innovative companies

- A. Innovate
- B. Deploy and Scale-up
- C. Adapt locally
- D. None of the above

2. What is the factor affecting innovation portfolio

- A. market conditions
- B. Competitors
- C. Resources
- D. All of the above

3. What does successful innovations, results in

- A. Satisfy well-defined need
- B. create powerful feeling
- C. increased growth for the organization
- D. All of the above

4. Does group brainstorming produces more ideas than an individual alone

- A. Not necessarily
- B. Brainstorming produces a lot of ideas but they are often too far-fetched to be of value
- C. Groups produce more ideas
- D. None of the above

5. What characterizes brainstorming technique

- A. Encourages communication
- B. Involves everyone
- C. Focuses the mind
- D. All of the above

Answers: 1 (D), 2 (D), 3 (C), 4 (A), 5 (D)

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

Contact us at :

Vskills

011-473 44 723 or info@vskills.in

www.vskills.com