



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

A Module of Postgraduate Certificate in Digital
Transformation

Foundations of Corporate Digital Innovation and Intrapreneurship

Program starts in August 2023

Foundations of Corporate Digital Innovation and Intrapreneurship

OVERVIEW

The School of Executive Education and Lifelong Learning, in partnership with Embiggen Group, offers this introductory program on Corporate Innovation and Intrapreneurship which serves as an ideal training for any team that wants to generate new disruptive ideas for products and services within a large enterprise.

This online program provides a venue for high-impact, real-time learning with interactive and experiential online sessions. Through the speakers and sessions, participants will further enhance their capability to lead and manage in a cross-functional setting while improving overall performance, planning, and collaboration.

PROGRAM OBJECTIVES

This interactive online program aims to give the participants a holistic understanding of the innovation process and experiments that would yield growth for their organization.

The key takeaways from this program are:

- Integration of Innovation Processes in Business Model Designs
- Development of Value Propositions
- Designing Actionable Innovation Experiments for the Organization

KEY BENEFITS

Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning with real-time, experiential, and interactive online sessions. Participants will learn from AIM's world-class faculty and its network of industry leaders and practitioners.

Gain a Holistic Corporate Innovation Perspective Through Action Learning Methodology

Embedded in the program structure is an Action Learning Program (ALP) in all the modules. The ALP will complement the knowledge and insights from the lectures as this would enable participants to create actionable and calculated projects.

Enhanced Leadership and Intrapreneurial Skills

The program will equip leaders with the necessary skills and knowledge in Innovation and Intrapreneurship. The sessions will allow the participants to create strategic opportunities, as well as disruptive innovation and digital transformation.

AIM-Embiggen Digital Transformation courses:

- Foundations of Corporate Digital Innovation and Intrapreneurship
- [Innovation Management & Advanced Intrapreneurship](#)
- [Corporate Innovation Systems Strategy and Design](#)

PROGRAM SCHEDULE

August 14, 16, 18, 21, 23, 2023
5:30 PM to 9:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

Program Fee

PHP 25,990.00 or USD 473.00*

*The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY



Program Director
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries> <https://go.aim.edu/seellprogramcalendar>

WHO SHOULD ATTEND

This certificate program is geared towards direct business impact and is a must for product managers, sales, marketing, leadership, (new) business developers, and trainees.

The program is also highly recommended for:

Managers, Supervisors, and Trainees who want to enhance their entrepreneurial skills and leadership in order to lead their teams in an ever-changing digital economy.

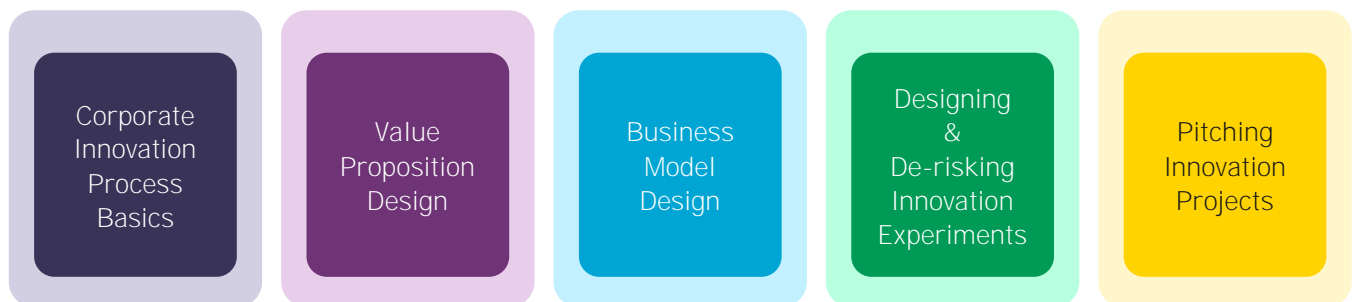
Entrepreneurs and Business Leaders who want to gain valuable knowledge and understanding on innovation and how they can best leverage this in their own organization.

ABOUT EMBIGGEN GROUP

Embiggen Group is an international Corporate Innovation Strategy and Foresight consulting firm committed to building meaningful growth for progressive organizations in Emerging Markets.

WHAT YOU WILL LEARN

PROGRAM LEARNING CONTENT



Corporation Innovation Process Basics

Learn the essentials of entrepreneurial thinking and innovation. In this module, participants would be able to dissect different case studies of successful corporate innovation and entrepreneurship examples from around the world. Moreover, participants will learn the Innovation Process which they can use to accelerate innovation in their organization.

Value Proposition Design

This module will equip the participants on how to better understand customers and create value propositions that sell. Participants will learn how to turn vague ideas into usable and practical insights that can be tested and validated.

Business Model Design

Empower your organization to create, deliver, and capture value in the new normal through business model innovation. This module will delve on cases of different business models that disrupt industries and capture new value.

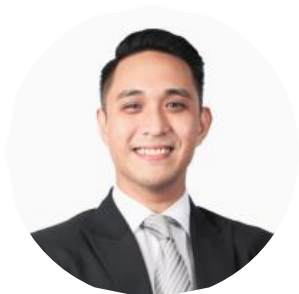
Designing and De-risking Innovation Experiments

Turn your team into corporate entrepreneurs with a new mindset of turning fresh ideas into actionable projects that create new value to your organization through a methodical and systematic process to de-risk innovations.

Pitching Innovation Projects

Learn the key components to help you deliver a strong and compelling pitch to your team and to investors.

Your Program Faculty



Rolan Marco Garcia
Founding CEO and Managing Partner
Embiggen Group

Rolan Garcia is the CEO & Managing Partner and heads the Corporate Innovation & Growth practice of Embiggen Consulting - an International Corporate Innovation & Corporate Foresight Consulting firm committed to building meaningful growth for progressive organizations in Emerging Markets. He's a recognized Innovation Consultant by the Global Innovation Management Institute (GIMI) in Cambridge, Massachusetts, and a Professional Fellow of the US Department of State. He is also the Head of Innovation for one of the biggest and oldest private university groups in the country and also the Director of the FEU Tech Innovation Center (FTIC) - the first academe-based venture builder in the Philippines.



Masaki Mitsuhashi
Managing Director
Embiggen Innovation Institute

Masaki Mitsuhashi is a Certified Innovation Professional and an Innovation Master from the Global Innovation Management Institute. He graduated from the Asian Institute of Management with the degree Master of Science in Innovation and Business where he was the sole-recipient of the TEKTONIK Scholarship Award. He has worked with international and local organizations such as United Nations Environment, United Nations Development Program, United Nations Population Fund, RTI International, Ramon Magsaysay Award Foundation, PhilDev, ReBirth PH, Plan International, SEEDS Asia, iACADEMY, iACADEMY Pro, and Natalie in the Light working towards empowering communities in the Philippines, Asia and other regions.



Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma.

EARNING CREDENTIALS

Successfully completing the program earns participants one (1) unit which can be credited to the following:

- Postgraduate Certificate in Digital Transformation
 - Postgraduate Certificate in Strategy Management
 - Postgraduate Certificate in Innovation and Management
- *A Postgraduate Certificate requires five (5) units earned within two (2) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu