



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM

# Foundations of Corporate Digital Innovation and Intrapreneurship

A Module of the Postgraduate Diploma in  
Corporate Innovation and Digital Leadership

Program starts September 2021, March 2022



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# Foundations of Corporate Digital Innovation and Intrapreneurship

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### OVERVIEW

The School of Executive Education and Lifelong Learning, in partnership with Embiggen Consulting, 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.

### SCHEDULE

Batch 1: September 21, 23, 28, 30; October 5, 2021

Batch 2: Mar 15, 17, 22, 24, 29, 2022

Tuesdays and Thursdays  
5:30 PM to 9:00 PM (GMT+08)

### FORMAT

Online

2 Hours Synchronous  
1.5 Hours Asynchronous

### FEES

PHP 25,000.00 or USD 500.00

\*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.





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#### 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 CONSULTING

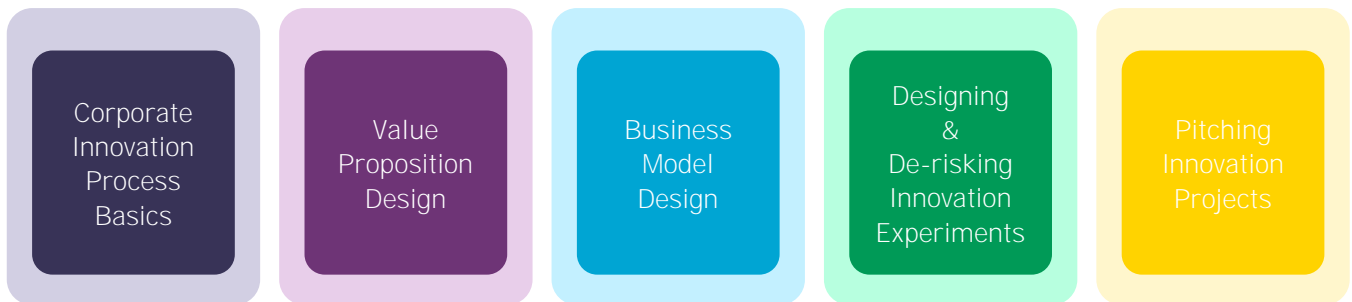
Embiggen Consulting is an international Corporate Innovation Strategy and Foresight consulting firm committed to building meaningful growth for progressive organizations in Emerging Markets.



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## 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  
CEO & Managing Partner  
Embiggen Consulting

Rolan 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 is a recognized Innovation Consultant by the Global Innovation Management Institute (GIMI) in Cambridge, Massachusetts and recently won the world championship in the 2021 Winter IXL Innovation Olympics - the largest and most prestigious innovation consulting competition in the world along with top business schools in the world like MIT and Yale.

As an enterprise innovation leader, Rolan is the Head of Innovation for one of the biggest and oldest private university groups in the country and the Director of the FEU Tech Innovation Center (FTIC) - the first academe-based venture builder in the Philippines.



Richard Anthony Cruz  
Associate Professor  
Asian Institute of Management

Richard is an Associate Professor at the Asian Institute of Management. He is currently working actively with Ideaspace (new venture vehicle of the MVP Group), SPRING.PH (new product venture incubator of the Philippine Software Industry Association) and with the Department of Science and Technology - Philippine Council for Agricultural, Aquatic and Natural Resources Research and Development.

He is also a Co-founder at Aghamroad.ph, a donation portal designed to raise financial support for school projects of the Philippine Science High School System.

He has an MBA from AIM and a bachelor's degree in Management Engineering from Ateneo de Manila University (Philippines).



Earl Martin Valencia  
Adjunct Faculty  
Asian Institute of Management

Earl is currently the Co-founder of a stealth fintech start-up and the founding Partner at Cognito Labs, one of the first virtual startup accelerators connecting emerging markets and Silicon Valley. He was previously a Managing Director for Digital Transformation at Charles Schwab, a broker-leader managing over \$3 Trillion in assets. He also was in the tech and Innovation teams at Bridgewater, the world's largest hedge fund and Silicon Valley tech firms Cisco, VMware and Dell EMC.

Earl spent 4 years in the Philippines and co-founded QBO, the National Innovation Center of the Philippines, IdeaSpace Foundation, the leading incubator, and accelerator based in Manila and was the VP of Corporate Development and Innovation at Smart/PLDT, a telecom with 60 M mobile subscribers.

Earl obtained a degree in Electrical Engineering, Summa Cum Laude, from Boston University, where he was the founding chapter president of Eta Kappa Nu and a member of Tau Beta Pi. He also has a Masters in Systems Engineering from Cornell University and an M.B.A. from the Stanford Graduate School of Business.



## 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 Information Technology Management
- Postgraduate Certificate in Innovation and Management
- \*A Postgraduate Certificate requires five (5) units earned within two (2) years.
- **Postgraduate Diploma in Corporate Innovation and Digital Leadership.**
- \*Postgraduate Diploma in Corporate Innovation and Digital Leadership requires twenty (20) units earned within three (3) 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](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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