



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

A Module of Postgraduate Certificate in Digital  
Transformation

# Corporate Innovation Systems Strategy and Design

Program starts in October 2023



A Module of Postgraduate Certificate in Digital Transformation

# Corporate Innovation Systems Strategy and Design

## OVERVIEW

The Corporate Innovation Systems Strategy and Design is designed to build the capacity of corporate leaders to build a culture of innovation within the company. The modules in this program will equip participants with Innovation Management frameworks and tools that will ensure that innovative mindsets are incorporated within the company's values and measures of success.

This hybrid program will enable innovation managers to understand innovation leadership and how it translates across the various departments within the organization. Innovation managers will also be capacitated to utilize innovation metrics which are crucial in ensuring that a company remains competitive in this fast-paced, modern world.

## PROJECT OBJECTIVES

The program aims to give participants a holistic understanding of the corporate innovation systems within the company and how it can be designed using various elements of the company. They key takeaways from this program are:

- Understanding innovation management and innovation leadership and its importance in developing strategies for the company.
- Identifying avenues for innovation in the context of organizational processes such as Operations, Human Resources and Assets Management, Leadership, and Company culture.
- Developing appropriate monitoring and evaluation strategies for Innovation Management within the organization.

## KEY BENEFITS

Well-Structured Program and World-Class Faculty

The 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.

Advanced innovation Leadership and Strategic Management skill

AIM-Embiggen Digital Transformation courses:

• [Foundations of Corporate Digital Innovation and Intrapreneurship](#)

• [Innovation Management & Advanced Intrapreneurship](#)

• Corporate Innovation Systems Strategy and Design

## PROGRAM SCHEDULE

Live Online  
October 18, 20, 23, 2023  
5:30 PM to 9:00 PM

Face-to-Face On-campus  
October 25, 2023  
8:30 AM to 5:00 PM

(GMT+08) on all dates

PROGRAM FORMAT  
Hybrid

## PROGRAM FEES

PHP 25,990.00 or USD 473.00\*

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

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

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



## WHO SHOULD ATTEND

The program is also highly recommended for:

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

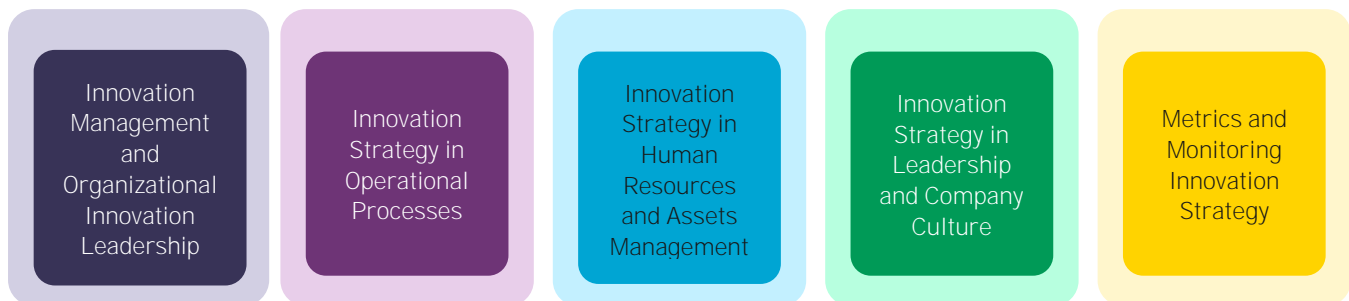
Entrepreneurs and Business Leaders want to gain valuable knowledge and understanding on innovation and how they can best leverage it in their own organization.

## 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



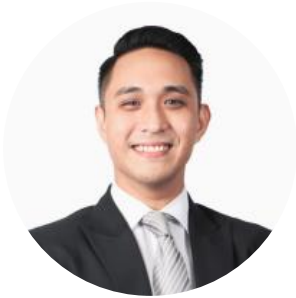
- Innovation Management and Organizational Innovation Leadership
  - Innovation Management and its role in innovation strategic direction for the company
  - Innovation areas within the company including - Operational processes, Human resources, Assets Management, Leadership, Organizational Culture, and Monitoring
- Innovation Strategy in Operational Processes
  - Looking at the company's value chain and process
  - Multi-channel, multi-track, multi-source perspectives
- Innovation Strategy in Human Resources and Assets Management
  - Collaborative Environments in Innovation - organizational teams, organizational networks, and partners, board or council memberships
  - Cross-functional teams within and outside the organization
  - Innovation Balance Sheet and tangible and intangible assets
  - Budgeting Innovation
- Innovation Strategy in Leadership and Company Culture
  - Responsibility and accountability in Innovation
  - Individual roles and views on Innovation
  - Leadership and influence in Innovation
- Metrics and Monitoring Innovation Strategy
  - Monitoring and Evaluation in the context of innovation
  - Defining metrics for success
  - Monitoring processes and design

## Your Program Faculty



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.



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.



## 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 on 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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