

# Get your foot in the right door.

## Business Innovation Certificate

Canada's only full-scope certificate giving professionals the tools and knowledge to drive innovation in their organizations.



It's no longer business as usual. Companies are facing unprecedented levels of global competition, forcing them to continuously innovate to meet the ever-increasing expectations of their customers.

Prepare yourself for this new business reality with the Business Innovation Certificate.

### The Program

Comprised of three courses, learners will gain practical tools and techniques they can apply immediately in their careers to:

- Build and sustain an innovative corporate culture
- Form a comprehensive toolkit to create and manage innovation processes
- Initiate and lead new product and service development
- Establish and learn from a network of innovation-minded professionals

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## Foundations of Business Innovation

A pre-requisite for the other courses in the program, the Foundations course is a broad look at innovation and the value it generates for businesses and public organizations.

- Understand enablers and inhibitors for bringing out innovation and creativity in teams
- Learn fundamentals of change management to make innovation part of organizational DNA
- Discover ways to integrate new

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- product and service development processes into operations
- Master institutional and global metrics for business innovation

## Business Innovation Tools and Techniques

This course is focused on providing learners with immediately useful tools and techniques used by innovation professionals.

- Learn practical tools and techniques used in innovation management
- Explore the application of these tools and techniques to get desired results

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- Test the limits of these tools and techniques in real-world scenarios
- Learn how to use these tools and techniques to ensure new product and service success in the marketplace

## Business Innovation Applications

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Using case learning methods employed in top MBA programs, this course allows learners to actively apply the knowledge gained in previous courses to real-world scenarios.

- Explore a spectrum of innovation challenges across a variety of industries and business types
- Test skills in innovation management and problem solving

- Work with other innovation-minded professionals to apply best practices to common innovation challenges

## Learn From Experienced Innovation Professionals in a Variety of Industries

### Dr. Peter Azmi, M.Sc., Ph.D.

Peter Azmi is the Business Development & Commercialization Officer at the University of Toronto's Innovations and Partnership Office, where he actively encourages models of Open Innovation and collaboration for public-private partnerships medical sciences, healthcare, medical education & simulation, ag-bio, CleanTech, and IT.

COMDEV, MDA Space, AB Sciex, and SoftChoice, among others, to create course content that is both comprehensive and practical.

### Andrew Close, B.A., M.Sc.

For over 22 years, Andrew has led technical teams in producing innovative products at some of the world's largest bluechip companies, including Honeywell, Xerox, The Pillsbury Company, and most recently, Cisco Systems, where he is Director of Systems Engineering. He is also the 2011 winner of University of Toronto's Larry Chester Excellence in Leadership award.

### Mike Kelly, B.A., CPP

After 26 years in the security and intelligence industry, including long tenures with the Canadian Army and CSIS, Mike now leads the Business Design team at the Greater Toronto Airports Authority where he strategizes and implements process improvements and business innovations that affect 34 million travellers annually.

### Dr. Haig Baronikian, Ph.D., PMP, P. Eng.

In his 25+ years of experience in eLearning, eHealth, telecom, and IT fields, Haig has held a variety of leadership roles across a wide range of disciplines. Currently he is President and Senior Consultant at eFuel Partners, and is a faculty member at Royal Roads University and a member of the Wireless Programs Advisory Board at Humber College.

### Dr. Ferhan Bulca, Ph.D., P. Eng.

Lead Instructor for the program and an independent consultant, Ferhan has mined the extensive experience he has had leading international multi-million dollar product development initiatives for Canadian innovation leaders like