GSU Robinson College of Business: Programs in Business Innovation

<table>
<thead>
<tr>
<th>Digital Badge in Business Innovation</th>
<th>Certificate in Business Innovation</th>
<th>Certified Professional Innovator™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Paced Online</td>
<td>Self-Paced Online + 4 Classroom Days</td>
<td>Self-Paced Online + 4 Classroom Days + 4 Coaching Days</td>
</tr>
<tr>
<td>Participants will learn the key principles of innovation and how to use the innovation process to create, deliver, and capture new value.</td>
<td>The classroom phase is a non-PowerPoint experience where participants practice their new innovation skills focused on real-work challenges and opportunities.</td>
<td>This program option is for individuals who are serious about reaching their fullest potential as leaders, innovators, and change-makers.</td>
</tr>
<tr>
<td>The Jubi platform combines research-validated and application-driven content with the fun of gamification and the power of social networks. The focus is on learning through PLAY</td>
<td>Under the guidance of master teachers, the participants practice, fail, and learn in a challenging and supportive environment; gaining skills, confidence, and courage. The focus is on learning through PRACTICE</td>
<td>It's not what you know, it's what you can do with what you know; CPI candidates will master the art, science, and discipline of innovation. The focus is on learning through PURPOSE</td>
</tr>
</tbody>
</table>

### Online Experience

**The Online Mechanics**
- Objectives, Levels, Quests, Points, Leaderboard, and Scavenger Hunts

**The Online Levels**
1. Understanding Innovation
2. The Innovation Process
3. Competing Values Framework
4. Transcending Innovation Model
5. The Innovation Playbook
6. Discover and Empathize
7. Ideate and Prototype
8. Building the Innovation Team
9. Overcoming Barriers
10. Innovating Forever

**The Design Elements**
- Challenge, Competition, Collaboration, Elements of Surprise, Story Line

### Classroom Experience

- Agility and Adaptability
- Competing Values Framework
- Strategic Innovation Project
- Rapid Prototyping
- Mastering the Innovation Playbook
- Human-Based Innovations
- Creative Problem Solving
- Discover Invention Adoption
- Create Competitive Advantage

### Field Experience

- Complete Innovation Project
- Your GSU Innovation Coach helps you complete an innovation project for your company.

**Creating New Value**
- Mastering the knowledge, skills and courage to lead innovation strategies, practices, and people

**Leading Innovation and Growth**
- Pass the CPI Oral Exam
- The final step in the CPI process is to pass a two-hour oral exam designed by GSU professors.

*This High-Level Instructional Design and Program Map Co-Designed By:*

Experts from Blue Earth, Designers from Jubi Online Learning, and Professors from the GSU Robinson College of Business

For more information contact Dan Stotz, Senior Director of Executive Education at 404-413-7407 or at dstotz@gsu.edu