



UNIVERSITY OF
MARYLAND

Certificate in Innovation Management

Learn the Keys to Sustained Growth and Success

Earn a Certificate in Innovation Management from Two World-Class Professional Schools

The Robert H. Smith School of Business and the A. James Clark School of Engineering at the University have a long history of supporting entrepreneurship, especially in the area of technology. The Certificate in Innovation Management provides the tools and frameworks needed to succeed in an increasingly competitive landscape. Individual, one-day courses focus on:

- Strategies for Managing Innovation
- Customer-Centric Innovation
- Effective Negotiation Skills
- Dynamic Project Management
- Raising Capital

Earn a **Certificate in Innovation Management** through five days of study. Through this unique program, you will get answers to questions such as:

- What is the appropriate strategy for my firm?
- How should I market my innovation?
- How should I measure and track the innovation's success financially?
- How can I best negotiate with the partners I need to succeed?
- How can I manage the product design and development process to result in the most successful innovation possible?

Register at www.execed.umd.edu



"The program helped me further strengthen my financial management, marketing, and business negotiation techniques through hands-on exercises and real-life examples. I would highly recommend the program to any executive-level manager."

— RAJ S. LEYL, MBA '96, PMP,
EXECUTIVE VICE PRESIDENT,
RELIANCENET



ROBERT H. SMITH
SCHOOL OF BUSINESS



A. JAMES CLARK
SCHOOL OF ENGINEERING

Certificate in Innovation Management

Certificate Courses

- **Strategies for Managing Innovation** (April 13, 2011)

Dr. Rajshree Agarwal, Professor and Dean's Chair in Strategy and Entrepreneurship, Robert H. Smith School of Business

Strategies for Managing Innovation requires business leaders to skillfully navigate a dynamic external environment while leveraging and reconfiguring core capabilities for a sustained competitive advantage. This module will consist of interconnected sessions that link macro technology and industry trends and organizational capabilities to the creation (and redefinition) of an innovation strategy, and the management of critical talent. Each session integrates hands-on exercises, discussion and presentations that highlight real-world situations.

- **Customer-Centric Innovation** (April 27, 2011)

Dr. Yogesh V. Joshi, Assistant Professor, Department of Marketing, Robert H. Smith School of Business

For an innovation to be successful in the market, it has to be customer centric. The key objective of this module is to understand how to overcome the challenge of designing and bringing to market elegant and efficient solutions to strong customer needs. This is a fundamental business challenge, faced when developing a new product or a new service, working in a startup or an established company, or serving customers who are individuals or large corporations.

- **Effective Negotiation Skills** (May 11, 2011)

Dr. Joyce E. A. Russell, Distinguished Tyser Teaching Fellow and Senior Executive Education Fellow, Robert H. Smith School of Business

Negotiating to a win-win outcome is an essential part of effective business practice today, whether your negotiation partner is across the world, across the country, or across divisions in your company. This session will expose you to well-tested strategies that ensure you negotiate an outcome that not only satisfies you, but leaves your counterpart satisfied as well. We'll spend part of the day in simulated negotiation exercises where you'll get the opportunity to practice and hone your new skills.

- **Dynamic Project Management** (June 1, 2011)

John H. Cable, R.A., PMP., Director, Project Management Center for Excellence, A. James Clark School of Engineering

With this course, participants will understand the basics of project management, including the importance and interrelationship of all its components. Attendees will be cognizant of the Project Management Institute's process group functions (initiating, planning, executing, controlling and closing) and the project knowledge areas (integration, scope, time, cost, quality, human resources, communications, risk and procurement).

- **Raising Capital** (June 22, 2011)

Andrew J. Sherman, Esq., Adjunct Faculty, Robert H. Smith School of Business; Partner, Jones Day

This session will focus on the external and internal funding of innovation and entrepreneurship. Topics to be covered include: trends in the capital markets, how funding innovation differs from other types of business growth, crafting an effective business plan, early stage investors such as angels and FFF's, development stage investing via PPM's and strategic investing, venture capital, M+A, gearing up for an IPO, strategic alliances and joint ventures.

Testimonials

"I liked the course and felt that it was a good value... The course material was not only interesting but I am using a number of the techniques in my daily work. With the diversity of topics and experienced presenters, it was easy to find points of interest and practical, useful tools."

— CRAIG SCHELL,
ENGINEERING DIRECTOR, INNOVATION,
PROFESSIONAL POWER TOOLS, DEWALT

"The Innovation Management Program attracted me because it was one of the first of its kind to address how to accurately manage changes to established systems. The student body was diverse and accomplished, and the interactions were rich and insightful. I gained immediate take-aways from the program and would encourage anyone who works in a fast paced demanding environment to participate as they will garner valuable insight into executing change management strategies."

— CONGRESSIONAL STAFFPERSON

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