



Training Course	ROCHESTON Certified Chief Innovation Officer (RCCIO) Certification
Course Language	English
Course Duration	Total Number of hours: 24 hours , Days: 3 days Time: 8 am – 4pm
Course Objectives	<p>This cutting-edge innovation training is for corporate executives and students seeking to understand the key concepts involved in equipping you with the skillset needed to deal with the globalizing world, and to keep up with the changing times.</p> <p>The program will cultivate an innate sense of reasoning, critical thinking and out-of-the-box ideation in you, in addition to teaching collaborative techniques and creative capabilities, guiding you towards excellence in business. This unique certification will mold and sharpen your innovative abilities, collaborative techniques and creative capabilities, guiding you towards business excellence.</p> <p>This course intends to enable innovation leaders of the future to adapt to the multi-faceted demands of business. Due to the global business landscape changes—the distinct roles and scopes of C-Suite Executives continue to merge, especially in the context of digital technology and how it defines our world today. This program preps students to function in the role of Chief Innovation Officer, Chief Technology Officer, and Chief Digital Officer.</p>



Course Content

Course Key Topic Area Includes:

- **Building Creative Brands**
- **Keeping it simple**
- **New Business Models**
- **Monetizing Innovation**
- **Liberal Arts**
- **How to Be Creative - Skills and Lessons**
- **Building the Internet of Things (IoT)**
- **Intellectual Property - Protecting Your Inventions**
- **Patenting Your Ideas**
- **Reinventing Business Models**
- **Kickstarter and Crowd Funding**
- **Innovation in Enterprises and Corporate Creativity**
- **How to Build a Start-up, the Challenges, and Opportunities**
- **Billion Dollar Ideas**
- **Government Funding, Grants, and Legal Processes**
- **Lawsuits, Thefts of Intellectual Property and Legal Rights**
- **Exercises and Brain Storming**
- **How to Create a Start-up Business Plan**

Learning Outcomes

At the end of the program the trainees will be able to:

- **Define what a problem statement is?**
- **Understand educational drawbacks**
- **List game changing innovations**
- **Know about innovation companies**
- **Drawing on examples and case studies of the real world**
- **Define ideas, creativity and innovation**
- **Use idea generation tools**
- **Understand the disciplines innovation and disruptive Thinking**
- **Describe the innovation and leadership mindset**
- **List the innovation killers**
- **Know the creative thinking techniques**
- **Know about design Thinking, aesthetics and look & feel element**
- **Learn to build creative brands**



Target Audience	<p>The CCIO program is aimed at C-Suite executives, general executives and entrepreneurs interested in questioning the rules and challenging the status quo.</p> <p>This certification is also for anyone who wants to be a part of this changing world. Anyone with a desire to gain a strong grasp on innovation and work towards excellence is eligible to the join CCIO program.</p>
Course Material /Technology used/ Details Relevant to the course.	<p>Electronic Kit via Cyberclass (ROCHESTON's E-Learning Platform) inclusive of online Course Materials for 1 year access.</p>
Course Fees	<p>QAR 4,000 (inclusive of Exam Fee of USD400)</p> <p>15% discount on online.</p>