



**TKM INSTITUTE OF MANAGEMENT**



**TKM**



# CERTIFIED INNOVATION PRACTITIONER

Powered by PRAXIS Experiential Learning Framework



## PRAXIS MODEL

# PRAXIS

**P** PERSONALIZED  
LEARNING

**R** REFLECTIVE  
PRACTICES

**A** ADAPTIVE  
LEARNING

**X** EXPLORE-EXPLAIN  
CYCLE

**I** INDUSTRIAL  
IMMERSION

**S** SYNCHRONISING  
WITH REAL WORLD



**PRAXIS** is a learning framework that integrates classroom sessions (online and offline) with various assessment components, peer circle learning, group assignments, case reflections, industry-specific projects, and internships.



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# PROGRAM HIGHLIGHTS

- **60 hours Online and Hybrid Learning** – Blending live sessions, assignments, and capstone projects.
- **Industry-Relevant Capstone** – Solve a real business challenge, from problem framing to final pitch.
- **Hands-on Tools & Frameworks** – Apply BMC, SCAMPER, TRIZ, MVP Validation, KPI dashboards.
- **PRAXIS Pedagogy** – Purpose-driven, Reflective, Adaptive, Experiential, Industry-linked, and Strategic model ensuring transformation, not just training.
- **Professional Network & Recognition** – Digital badges, alumni innovation community, and annual Innovation Showcase opportunities.

**DURATION OF THE PROGRAM : AUGUST 2026 - NOVEMBER 2026**



# CERTIFIED INNOVATION PRACTITIONER

*Transform Ideas Into Impact Through Structured, Measurable Innovation*

## LEARNING DIMENSIONS

### **Innovation Mindset & Strategic Creativity**

Develop growth-oriented, experimental thinking to solve challenges with bold, novel approaches..

### **Design Thinking & Problem Framing**

Master empathy-driven methods to deeply understand user needs and reframe problems for better solutions.

### **Prototyping, Experimentation & Agile Execution**

Move from idea to actionable prototypes quickly, using iterative testing and no-code tools.

### **Business Model Innovation & Value Creation**

Redesign value propositions, revenue models, and customer strategies for competitive advantage.

### **Measuring & Scaling Innovation**

Implement innovation KPIs, dashboards, and ROI frame works to sustain long-term innovation pipelines.



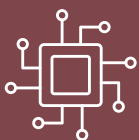
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# LEARNING IMPERATIVES



Apply structured innovation frameworks (Design Thinking, TRIZ, Lean Startup) in real-world contexts.



Integrate business, technology, and human-centered design for impactful problem-solving.



Lead organizational innovation initiatives with measurable results.



Communicate ideas and prototypes persuasively to win buy-in.



Maintain agility to adapt to evolving markets, tools, and customer expectations.



# SYLLABUS OVERVIEW

- ◆ **Innovation Fundamentals & Mindset Shift** – Types of innovation, growth mindset, risk-taking, 10x Thinking.
- ◆ **Design Thinking & Problem Framing** – Empathy maps, journey maps, reframing problems.
- ◆ **Ideation Techniques & Creativity Tools** – SCAMPER, TRIZ, Six Thinking Hats.
- ◆ **Prototyping & Experimentation** – MVPs, rapid prototyping, iterative testing.
- ◆ **Business Model Innovation** – BMC, value proposition design, revenue model innovation.
- ◆ **Innovation Execution & Agility** – Lean startup in corporates, innovation sprints, OKRs.
- ◆ **Measuring Innovation** – KPIs, ROI, dashboards for innovation tracking.
- ◆ **Capstone Project & Final Pitch** – Full-cycle innovation proposal with mentor feedback.



# SESSION PLAN

## Innovation Fundamentals & Mindset Shift

- What is Innovation (vs. Invention vs. Creativity)
- Types of Innovation: Product, Process, Business Model, Service, Incremental vs. Disruptive
- Innovation Mindsets: Growth, Curiosity, Risk-Taking, Experimentation
- Case Study: 3M, Google, or Tata Nano
- Tools: Innovation Spectrum Canvas
- Activity: '10x Thinking' Icebreaker – Reimagining an everyday product

## Design Thinking & Problem Framing

- Deep Dive into Design Thinking Phases
- Empathy Mapping & Journey Mapping
- Problem Reframing & 'How Might We' Statements
- Tools: Empathy Map, Journey Map, Problem Statement Canvas
- Activity: Map customer pain points from a current job or industry case



## Ideation Techniques & Creativity Tools

- SCAMPER Technique
- Brainstorming vs. Brainwriting
- TRIZ Method (Theory of Inventive Problem Solving)
- Six Thinking Hats (Lateral Thinking)
- Tools: SCAMPER Matrix, TRIZ 40 Principles
- Activity: Group ideation session using SCAMPER

## Prototyping & Experimentation

- Rapid Prototyping with Digital Tools (No-code options)
- MVP: Minimum Viable Product vs. Minimum Lovable Product
- Fail Fast, Learn Faster – Testing & Iteration
- Tools: Prototyping Canvas, MVP Validation Grid
- Activity: Build a paper/digital prototype and test assumptions



## **Business Model Innovation**

- Understanding the Business Model Canvas (BMC)
- Value Proposition Design
- Innovation in Revenue Models, Channels, and Customer Segments
- Tools: BMC, Value Proposition Canvas
- Activity: Redesign your current business model for a new segment

## **Innovation Execution & Agility**

- Lean Startup Principles in Corporates
- Building Innovation Pipelines and Sprints
- OKRs for Innovation Projects
- Tools: Lean Canvas, Innovation Sprint Template
- Activity: Design a 4-week innovation sprint plan



## Measuring Innovation

- Innovation KPIs: Inputs, Outputs & Outcomes
- Innovation Accounting
- ROI on Innovation: Tangible and Intangible Metrics
- Creating Dashboards for Innovation Projects
- Tools: Innovation KPI Tracker Template
- Activity: Draft a dashboard for an internal innovation project

## Capstone Project & Final Pitch

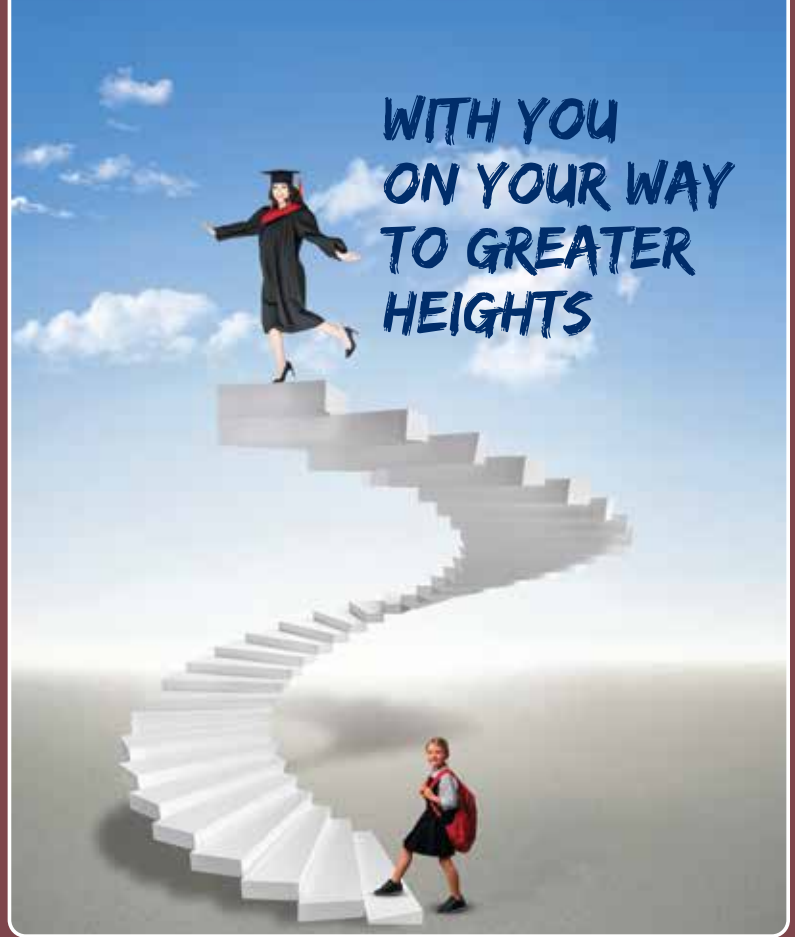
- Apply all tools to solve a real organizational/business challenge
- Develop a full innovation proposal: Problem Framing, Customer Journey, Ideation Matrix, MVP/Prototype, BMC, Execution & KPIs
- Presentation to Panel (Live/Video Submission)
- Feedback from Mentors/Industry Experts





# TKM COLLEGE TRUST

GROW WITH TKM



TKM College of Engineering - 1958



TKM College of Arts & Science- 1965



TKM Institute of Management- 1995



TKM Centenary Public School- 1997



TKM Higher Secondary School- 2000



TKM School of Information & IT- 2000



TKM School of Architecture- 2014



TKM Institute of Technology- 2002





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# TKM INSTITUTE OF MANAGEMENT

TKM Institute of Management (TIM), located at Musaliar Hills, Ezhukone, near Kollam, is one of Kerala's premier B-schools. For over three decades, TIM has built a distinct reputation in management education through strong academics, industry linkages, placements, research, and community initiatives. Its MBA program, affiliated with the University of Kerala and approved by AICTE, has earned continuous NBA accreditation for three cycles. TIM has consistently nurtured competent professionals who hold key positions in leading organizations across India and abroad. The institute is one among the eight prestigious institutes coming under the Thangal Kunju Musaliar Trust established in the year 1956.

## CENTRE FOR PROFESSIONAL DEVELOPMENT AND CONTINUING STUDIES

The Centre for Professional Development and Continuing Studies at TKM Institute of Management is a vibrant platform for continuous learning, professional excellence, and industry engagement. It offers Faculty and Management Development Programs on emerging topics for professionals across regions, along with certificate programs delivered independently or through collaborations with centres of excellence. By forging MOUs with institutes and professional bodies, it enables joint initiatives of mutual benefit. Its activities—guest lectures, TIM Talks, seminars, workshops, and applied projects—foster industry interaction, skill enhancement, and networking. With expert guidance and strong partnerships, the Centre empowers professionals to thrive in a dynamic world.

**Course Fee: ₹25,000+** (Applicable GST)  
**Early-Bird Offer: ₹18,000+** (Applicable GST)



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