



Sistema Qualità Certificato
in conformità alla norma
UNI EN ISO 9001:2000.
Certificato n° SQ.41823.

Certified Quality System
in compliance with the standard
UNI EN ISO 9001:2000.
Certificate n° SQ.41823.

INNOVATION MANAGER EXPERT IN INNOVATION PROCESSES FOR COMPANY MANAGEMENT

FUNDED BY	PROVINCE OF PRATO
DURATION AND METHODOLOGY	430 HOURS — 220 CLASSROOM HOURS — 50 ELEARNING HOURS — 160 INTERNSHIP HOURS
PRE-REQUISITES	Basic IT skills
COURSE OBJECTIVES	Provide the participants with the necessary skills to carry out consultancy to companies on innovative management and promotion processes through the application of new Information Technologies.
BENEFICIARIES	15 unemployed individuals
CLASSROOM TYPE	Classroom, IT laboratory
LANGUAGE OF LESSONS	Italian
PROFESSIONAL PROFILE	The participants who have passed the final exam have completed the Innovation Manager specialisation

TRAINING PROGRAMME

MODULE 1	THE OFFICE PACKAGE FOR COMPANIES (50 CLASSROOM HOURS AND 30 ELEARNING HOURS)
	General IT concepts Word: for creating documents Excel: for budget management Access: for organisation information archives Finding information through the Internet (Search engines, Portals, Databases, specialised agencies) E-mail for managing clients and suppliers
MODULE 2	MARKETING AND WEB-MARKETING (40 CLASSROOM HOURS AND 20 ELEARNING HOURS)
	Market analysis Segmentation of the market and positioning Principles of Strategic Marketing: Marketing Mix Web Marketing (positioning in search engines, new advertising spaces– Banners)
MODULE 3	MANAGEMENT CONTROL (50 CLASSROOM HOURS)
	Methodology for collection of significant company data Programming company choices Indexes and procedures for Quality certification Management control principles Budget analysis indexes Budgeting
MODULO 4	CREATION OF AN OPERATIONAL PLAN FOR COMPANY INNOVATION (50 CLASSROOM HOURS)
	Project Work and writing of a plan for company innovation Use of Management control methodologies Use of IT resources to improve company efficiency Planning of a marketing strategy
TRANSVERSAL MODULE	CAREER PLANNING (20 CLASSROOM HOURS)
	Understanding the main information channels for finding employment Job search techniques
FINAL EXAM	Written Test, Interview and Practical test (10 hours)