



ELITE Innovation College Cambridge
Creating Global O2O Innovation University Alliance

EICC EXECUTIVE DEVELOPMENT PROGRAMME (EDP)

Chief Innovation Officer (CIO)

SHAPING THE WORLD
WITH INNOVATION AND LEADERSHIP

"Our Chief Innovation Officer (CIO) programme, designed, developed, and delivered along with EICC Global Innovation Webinars series co-organised with United Nations Academic Impact (UNAI) and Research Centre for Technology Innovation (RCTI), Tsinghua University, will provide a unique global perspective by integrating corporate business and technology & innovation strategies so as to create sustainable competitive advantages for global business leaders.

It addresses global issues with global innovation solutions."

Professor Richard Li-Hua

Background



Organisations in the 21st century have been facing the strategic challenges as a result of the fast changing global business environment and competitions from business rivals. Strategic management of technology and innovation, and management of change therefore become key for both global business and global higher education. Organisational and political leaders from the East and West also face different challenges in terms of delivering the economic and environmental sustainability and economic recovery and maintaining social stability.

Built upon the Vision and Missions of EICC, the philosophy of our **Chief Innovation Officer (CIO)** programme is to advocate all-round innovation, which combines social innovation and technology innovation and developing future innovative leaders who are able to align organisational innovation strategy with the corporate strategy, and translate the innovation strategy into deliverable and measurable objectives and goals by developing creative minds and expanding the innovation capabilities of others within organisations.



About EICC

ELITE is an acronym of **E**-Learning of **I**nnovation, **T**echnology and **E**ntrepreneurship.

It was during the COVID-19 pandemic that ELITE Innovation College Cambridge (EICC) was consolidated and re-created. Still, its history can be traced back to 2006, when a group of outstanding management scholars launched China Association for Management of Technology (CAMOT) during International Association for Management of Technology (IAMOT) International Conference in Tsinghua University.

The four colleges: *Innovation College, Technology College, Entrepreneurship College and Global Leadership College* that we have established based upon the 15 years of accumulation of global academic resources provide an academic arm of EICC and extra liberal arts curriculum to our degree and non-degree programmes and qualifications that we deliver for the enhancement of student journey which delivers alongside our degree awarding power universities.

Further, an online to offline (O2O) structure pioneering education platform that challenges the traditional ways of learning, coupled with prestigious academic quality, global engagement, and strategic collaboration with worldwide partners, is what differentiates EICC from conventional higher education.

Founder and President



PROFESSOR RICHARD LI-HUA FOUNDER AND PRESIDENT, EICC

Founder and President, China Association for Management of Technology (CAMOT)
Honorary President of SIAS University, Zhengzhou, China
Director General (General Convener) of Embracing Innovation Forum, UNNGO Peaceever TV

A renowned strategy and innovation expert, an advocate of technology enhanced learning and lifelong learning, Richard was Visiting Scholar at Judge Business School, Cambridge University, UK and is Strategic Advisor at Research Centre of Technology Innovation, Tsinghua University, China. He was Visiting Professor of Strategic Management & Leadership, Black School of Business, Erie, Penn State University, USA, and Henley Business School, Reading University, UK.

Richard is a transformational leader with resilience who serviced as President of SIAS University, Sino-American university in China and also as President of New Beacon Campus, a large and comprehensive campus in the UK between 2014-2020. He has a passion and strong commitment for the global higher education (GHE) with well-established global leadership experiences in both public and private education sector in the UK, US, Canada and China.

EICC CIO Vision and Aims



The EICC CIO programme aims to develop the future CIO who are not only knowledgeable about all aspects of organisational innovation and technological innovation, but also are equipped with the digital transformational skills as well as global leadership and entrepreneurship.

We believe a competent CIO should have following attributes:

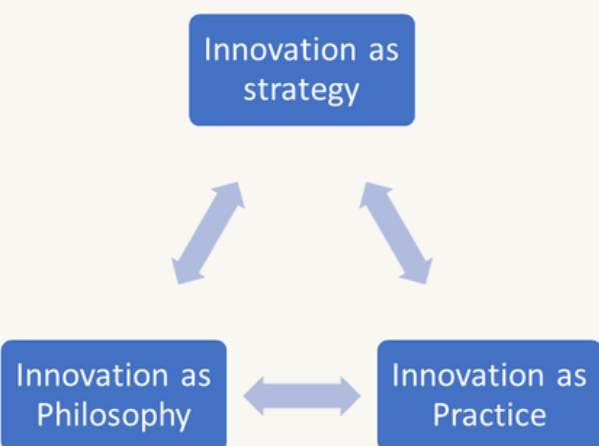
- Global vision with an in-depth understanding of global business environment
- Philosophical integration on West and East management and theories
- Constantly engaging innovation for peace, dignity and equality
- Philosophical thinking that beyond organisational innovation
- Embracing Innovation
- Competent and resilience

What's more, a capable CIO should also demonstrate the following competence and practice

- Be creative, imaginative and innovative
- Be entrepreneurial and influential
- Be responsible and ethical
- Be collaborative and adaptive

The EICC CIO programme aims to developing future innovative leaders from three strategic lens.

- Innovation from the strategic lens
- Innovation from the philosophical lens
- Innovation from the practice lens





Unique Features of EICC CIO

EICC CIO candidates will benefit from its Global Innovation Forum by engaging with hot topics around innovation and gain insights of the latest innovation theories and practice. All candidates will also be allocated innovation mentors who have rich experiences and knowledge in innovation research, policies and practices.

Global Innovation Forum (Webinar Series)	<ul style="list-style-type: none"> •Engaging hot topics, fresh perspectives and themes around innovation from academia, industry and government •Building food for thoughts through interactions with innovation policy-makers, analysts and implementors
Global Scholars and Innovation Mentors	<ul style="list-style-type: none"> •Learning with well-known innovation scholars, experts and researchers •Developing knowledge and understanding on innovation theories
Global Innovation Theories	<ul style="list-style-type: none"> •Understanding innovation from historical and dialectical perspective •China Embracing Innovation Theory
Global Networks and Partnerships	<ul style="list-style-type: none"> •Reflect innovation practice via CIO knoweldge Hub and global networks



The CIO programme is delivered via blended learning that combines online webinars, tutors and one to one interactions with offline (face to face) seminars in our delivery centres. The modular based design of EICC CIO programme allows learners to complete the programme in a sequential manner with a great deal of flexibility. The three modular are

- Modular 1: Innovation Theory, Strategy and Management
- Modular 2: Embracing Innovation: A Philosophical perspective
- Modular 3: Innovation in Action

Programme Structure and Content

Module Title	Indicative Content
<i>Innovation Theory, Strategy and Management</i>	01-What is innovation
	02-Innovation theories from both East and the West
	03-Innovation strategy
	04-Indigenous Innovation, Collaborative Innovation and Open Innovation
	05-Holistic innovation as an emerging innovation paradigm
	06-What is CIO? The Vision and Mission of CIO
	07-The role of CIO in organizations
<i>Embracing Innovation: A Philosophical perspective</i>	01-Connnotation of China Embracing Innovation
	02-Dimensions of Embracing Innovation Theory
	03-From Smith Problem to Schumpeter Innovation
	04-Social Innovation and its impact on society
	05-Friedman's Paradoxes and China's economic development
	06-Zhang Zai's Philosophy
	07-Contradiction, Innovation, Develop and Peace
	08-Innovation for Peace and Harmony
	09-The avoidance of Thucydides' Trap
	10-Transformational Leadership Embraces Innovation
<i>Innovation in Action</i>	01-Shaping the world through innovation and leadership
	02-The Vision and Mission of CIO
	03-CIO in HRM innovation
	04-CIO in Marketing innovation
	05-CIO in Technological Innovation
	06-CIO in Social Innovation
	07-CIO and Women Leadership
	08-Activate the energy of CIO in an organisation

CIO High-profile deliverers and Professors



Professor Richard Li-Hua

FOUNDER AND PRESIDENT, EICC

Proponent of China Embracing Innovation Theory. Professor of Strategic Management and Development



Professor Jin CHEN

HONORARY DEAN OF ELITE COLLEGES, EICC
VICE PRESIDENT OF CAMOT

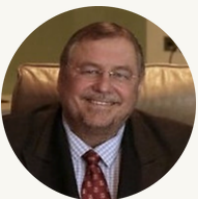
Professor of the Department of Innovation, Entrepreneurship and Strategy in the School of Economics and Management, Tsinghua University, and Director of the Technology Innovation Research Center of Tsinghua University.



Professor Dominique Jolly

STRATEGIC ADVISOR, EICC
VICE PRESIDENT OF CAMOT

Professor of Business Strategy at Webster University Geneva where he chairs the Walker School of Business & Technology. He previously worked for SKEMA Business School (Sophia-Antipolis, France), HEC Montréal (Montréal, Canada), Grenoble Ecole de Management (Grenoble, France), and the Center on China Innovation at CEIBS (Shanghai, China). He works as a consultant for several large companies. He also advises international organizations and foreign governments in the areas of innovation and technology. His assignments have taken him to more than 20 countries in Europe, Asia, North America, South America and Africa.



Professor David Lamond

DEAN OF CAMOT COLLEGE OF GLOBAL LEADERSHIP, EICC

Highly qualified and experienced professor and global academic leader, in teaching, research and innovation throughout South, East, and South-East Asia, as well as the Pacific and in Europe, over the last 30 years.

Most recently served as Victoria University's Pro Vice-Chancellor (Offshore Branch Campus Development) in 2013



Professor Yinshan TANG

HONORARY DEAN OF ELITE COLLEGES, EICC

Professor in Management Informatics at Henley Business School who teaches IT Project Management, Applied Informatics, Organisation Design and Performance Management at the MSc level for over 10 years. Profound research in integration between west and east management theories and philosophy. Vice Dean of Henley Business School, Reading University.

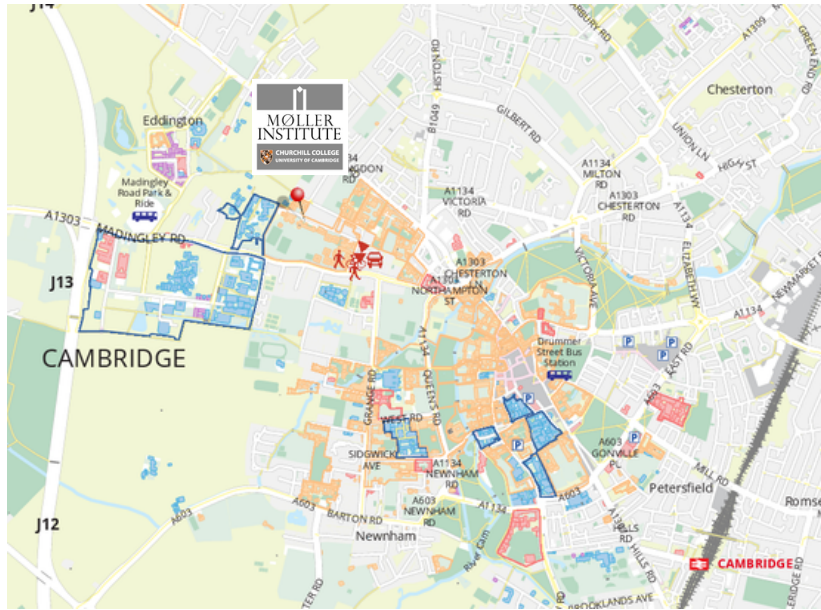


Professor Georges Haour

STRATEGIC ADVISOR, EICC

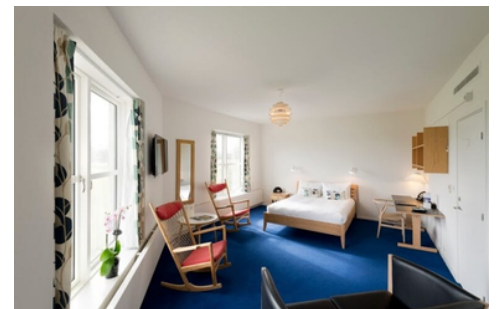
Professor of Innovation & Technology Management at IMD, in Lausanne. He also acts as an adviser to companies world-wide on the management of R&D/innovation, entrepreneurship and technology commercialisation. Up to recently he was associated with the innovation firm Sagentia (formerly Generics), in Cambridge, UK.

EICC EDP Venue Cambridge University Campus



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University of
Cambridge

Storey's Way
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"At EICC, we understand the significance of equipping top executives and managers with the strategic tools they need to meet the growing challenges presented by the super-competition of the globalisation.



Our CIO programme aims to develop, inspire and change your mindset through understanding technology and innovation and enable you to become more confident in driven firms, especially in the Middle East, Asia and Africa regions."

Dr Abdul Almehti

Vice President, Global Engagement and Recruitment, EICC

Innovation Changes the World Innovation Leads to the Future

For more information about our Programme
Please email globaloffice@eiucambridge.com

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