# CORPORATE BUSINESS MODEL INNOVATION | Program

## Topics

The Corporate Business Model Innovation program curriculum covers the following topics:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
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| **Topic 1** | Open Innovation and Business Model Innovation  
  - Differentiating between an open and closed innovation system  
  - The business model improvement continuum  
  - The differences between a startup vs a big corporation |
| **Topic 2** | Business Model Canvas and Customer Development  
  - The value and use of the Business Model Canvas  
  - Identifying customer discovery practices  
  - Customer interview best practices |
| **Topic 3** | Your Business Model and Internal Customers: Aligning Power and Politics  
  - The role power plays in impeding or supporting innovation  
  - Assessing where power sits in your company  
  - Identifying strategies to build power for innovation |
| **Topic 4** | Refining the Business Model Canvas  
  - The three categories of metrics important to innovation efforts  
  - Methodologies for each of the three metrics |
| **Topic 5** | How to Design an Effective Integration Plan for Your Venture  
  - Strategies for successful business model innovation  
  - Creating new venture business model canvases |
| **Topic 6** | Synthesis and Barriers to Overcome  
  - Integrating program learnings and planning for success  
  - Implementing new methodologies in your organization |

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