

Entrepreneurial Management

January 7, 2019 – March, 1, 2019

Rationale:

Many organizations including corporations realize that from time to time they must re-invent themselves in order to stay at the forefront of business and navigate into new, uncharted waters. They must prescribe to a new way of thinking. They must find ways of exposing themselves to new opportunities. For any organization to stay competitive in a changing global economy, it is necessary that they change and evolve. An organization that stays static typically has a small variety of products or services to offer to their clientele. While this holds true to remain ahead; in a global economy corporations must also be able to showcase their creativity and ability to innovate. It is important that their work environment motivates them to generate new ideas and work with a forward-looking approach. Organizations that promote such an entrepreneurial mindset among employees, and thus an intrapreneurial culture in the organization, always witness exponential growth.

Such Entrepreneurial mindset can be developed and enhanced through entrepreneurial management training. Once trained, the employees begin to take ownership and become self-directed. They begin to see opportunities, find ways to create value and maximize performance within the existing resources.

The changes in the current business climate demand a capability to anticipate and respond to changes. Officials of both large and small organizations need to cultivate such acumen so that they are able to identify the opportunities or threats posed by the external environment. Entrepreneurship has been viewed as a means through which economic actors identify and pursue opportunities. It is often assumed that large and established organizations are constrained by market changes, competition, bureaucracy and several other external factors. Sometimes, the employees of some organizations lose motivation and cease to remain creative, innovative and entrepreneurial in their approach. There are, however, several examples of large companies which have been able to create and sustain a competitive advantage by being consistently innovative and entrepreneurial. The Entrepreneurial Management Programme orients its participants and trains them to become entrepreneurial leader so that they effectively harness resources, opportunities and people.

Objectives:

The major objective of the programme is to help participants create an organizational framework and put into practice the entrepreneurial management that fosters entrepreneurial culture and practices at all levels of the organization.

The specific objectives are to:

1. Develop a spirit of entrepreneurial management or intrapreneurship among participants,

2. Help them sharpen their knowledge and skills in the changing environment and challenges of new economic realities,
3. Enable participants to practice entrepreneurial management effectively and thus create conducive organizational environment where entrepreneurship germinates and grows,
4. Provide them a forum for sharing views and networking among themselves as well as with others in formal and informal settings,
5. Provide frameworks on how to build Entrepreneurial Management Culture in the organization,
6. Enable participants to practice innovative styles in functional management streams

Target Group:

Corporate Officials, Entrepreneurs, Middle/Top Level Managers, Policy-Makers, Executives and Working Professionals from any of the following organizations can participate:

- Business and Industry
- Management Associations
- Chambers of Commerce & Industry
- Financial Institutions/Banks
- Consulting Organizations
- Developmental Bodies
- Government Institutions
- Educational Establishments
- Business Development Organizations
- Not-for-profit/Non-Government/Voluntary Organizations

Course Content:

Module 1: Entrepreneurial Management – Introduction & Framework

Module 2: Corporate Entrepreneurship/Intrapreneurship

Module 3: Entrepreneurial Organizations and Strategic Management

Module 4: Managing People and Performance in Entrepreneurial Organizations

Module 5: Innovations and Entrepreneurial Marketing

Module 6: Finance & Accounts for Entrepreneurial Managers

Module 7: Managerial Competencies as an Entrepreneurial Manager

Module 8: Study Visit

BENEFITS TO PARTICIPANTS:

The programme would add value to the career of participants by making them abreast with the latest tools and techniques in entrepreneurial management. The programme would unleash the entrepreneurial potential of the participants as well as their organizations. The participants would be able to appraise and harness entrepreneurial management practices.

They would benefit by learning current trends in organizational strategies and working styles, resulting in better alignment of individual and organizational goals.

Course Director: Dr. Amit Kumar Dwivedi

Email – akdwivedi@ediindia.org