

## **Corporate Entrepreneurship Seminar Outline**

### **► Overview:**

According to Zahra (1996), corporate entrepreneurship is the sum of a company's innovation, renewal, and venturing efforts. Innovation involves creating and introducing products, production processes, and organizational systems. Renewal means revitalizing the company's operations by changing the scope of its business, its competitive approaches or both. It also means building or acquiring new capabilities and then creatively leveraging them to add value for shareholders. Venturing means that the firm will enter new businesses by expanding operations in existing or new markets. Thus, corporate entrepreneurship is the process whereby an individual or group of individuals, in association with an existing organization, create a new organization or instigate renewal or innovation within that organization

### **► Objectives:**

The seminar has two overriding goals:

- The participants learn and start using entrepreneurial basics in their jobs. The rationale is that building and growing a business is very different from “managing” a business.
- The seminar offers participants a unique grounding in the bedrock fundamentals of high growth enterprise.

### **► Possible Attendance:**

The program has three components, addressing:

- Corporate clients
- Individuals
- Governments

### **► Structure:**

18 hours to be carried out over 3 days including presentation, workshop, valuable supporting documents, soft & hard templates for Corporate Entrepreneurship.

### **► Contents:**

This course presents the principles and techniques of corporate entrepreneurship,

It covers:

- Introduction of Entrepreneurship and steering the business
  - Identification of Entrepreneurial and investment sectors
  - Pros and cons of entrepreneurship vs. employment
  - Methods and strategies to come up with an original and viable business idea
  - Maintaining high levels of performance
  - Designing and using a financial score cast

- Business Development and financial management
  - Understanding the income statement
  - Assessing the impact of the decisions on the balance sheet and the income statement
  - Creating value
  - Generating income
- Marketing and expansion
  - Writing a market plan
    - Identifying target market
    - Identifying market demands
    - Product pricing
    - Distribution channels
    - Promotion, Advertising, Selling
  - Initial marketing strategies
    - Business promotion ideas
    - Additional marketing strategies
- Operational risks
  - Managing operational risks
  - A logical approach to corporate finance
  - Strategic vision and activity management
  - Constructing and managing a budget
  - Constructing the living balanced forecasts
- Minimizing operational risks
  - Developing financial awareness
  - Mapping operational risk
  - Understanding risk-management tools
  - Implementing improvement plans
- Guidelines for new businesses
  - Which forms are needed for which business classifications
  - Next step after submitting relevant forms
  - General tax information
  - How to get for more advice
- Carrying out a financial analysis
  - Defining the financial analysis process
  - Analyzing activities, sales, investing capital, and sources of finance
- Evaluating corporate financial data
- Corporate value creation
  - Understanding the five fundamentals of value creation
  - Positioning your role and contribution
  - Understanding the cash flow statement
  - Positioning your role on the cash flow management process
- Using tested management tools and methods
  - Personal effectiveness
  - Effective professional relationships

Throughout the seminar there will be opportunities for questions, and where appropriate, case studies will be discussed.