

INNOVATION AND CORPORATE ENTREPRENEURSHIP

Participants will develop an understanding of the theory useful in developing an entrepreneurial business culture, as well as the opportunity to apply this in evaluating their businesses and developing strategies for improving them. As a result, participants will develop a more entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialised successfully.

Topics include:

- What is entrepreneurship and innovation
- Why entrepreneurship is important: The link between entrepreneurial orientation and a firm's performance
- Importance of creativity in the entrepreneurial process
- Driving forces of the entrepreneurial process
- The opportunity (what characterises opportunities)
- The lead entrepreneur (traits of successful entrepreneurs)
- The entrepreneurial team (characteristics of winning teams)
- The resources (using other people's resources)