



Entrepreneurship and Creativity

Duration 5 Days

Course Description

This course is designed to introduce participant to the concept of sustainable entrepreneurship, a manageable process that can be applied across careers and work settings. It focuses on building entrepreneurial attitudes and behaviors that will lead to creative solutions within community and organizational environments.

Objectives

By the end of the course participants will be able to:

- ↪ Define entrepreneurship within the context of society, organizations and individuals.
- ↪ Demonstrate an understanding of the impact of entrepreneurship on the economy.
- ↪ Recognize entrepreneurial attitudes and behaviors within him/her and others.
- ↪ Distinguish between an entrepreneurial and a conventional approach to management.
- ↪ Recognize and overcome obstacles to creative problem-solving.
- ↪ Describe the elements of an effective business model/plan.
- ↪ Develop a concept for an innovative product or service in his or her own area of interest.
- ↪ Recognize that entrepreneurial success in the 21st century depends on teamwork and diversity.
- ↪ Develop a personal framework for managing the ethical dilemmas and social responsibilities facing entrepreneurs.
- ↪ Describe the leadership styles of entrepreneurs who have been successful in different sectors (e.g., start-ups, corporations, community, public sector, etc.).
- ↪ Identify traits/characteristics of an entrepreneur/entrepreneur as exhibited in behavior.
- ↪ Analyze elements of the entrepreneurial mind set and discuss the implications for functioning as a successful entrepreneur.

Course Outline

- 1. Entrepreneurship**
 - 1.1. Definition and philosophy
 - 1.2. History
 - 1.3. Role within the economy
- 2. Entrepreneurship in different contexts**
 - 2.1. Social (donating profits, “doing good”, non-profit)
 - 2.2. Organizational (start-ups, corporate, public sector)
 - 2.3. Individual (career management)
- 3. Types of new ventures**
 - 3.1. Franchises
 - 3.2. Family businesses
 - 3.3. Business-within-a-business (entrepreneurship)
 - 3.4. Start-ups
- 4. Entrepreneurial style**
 - 4.1. Nature vs. nurture (personality traits, teachable behaviors)
 - 4.2. Strengths and weaknesses
 - 4.3. Sustainable across time and organizational settings



- 4.4. Creative problem-solving
- 4.5. Courage to create
- 4.6. Overcoming obstacles
- 4.7. Selling your idea to others
- 5. Managing Emotions**
 - 5.1. Identify the Personal Cost Benefit for Staying Open to, Rather Than Suppressing, Emotions
 - 5.2. List and Apply Preventive Strategies to Manage Emotions
 - 5.3. List and Apply Responsive Strategies to Manage Emotions
- 6. The entrepreneurial management process**
 - 6.1. Opportunity and the entrepreneur
 - a. Recognizing and testing opportunity
 - b. Developing and testing the business concept
 - c. Building a team (diversity, roles)
 - 6.2. Analyzing and testing opportunity
 - a. Analyzing industry risks and benefits
 - b. Analyzing customer risks and benefits
 - c. Analyzing product/service risks and benefits
 - d. Analyzing financial and legal risks
 - 6.3. Preparing for the future - planning for growth