

2 – DAY ESSENTIAL ENTREPRENEURSHIP THINKING



Introduction

To become an entrepreneur, we need to have certain entrepreneurial thinking essentials. What are these, and how can someone own them? Besides, is a successful entrepreneur born or raised? This age-old question has rattled a lot of minds, and the nature versus positive thinking lead to successful entrepreneur. This program will help the participants to understand the unique thinking of entrepreneurship.

Course Objectives

By the end of this course, you will be able to:

- To make the potential entrepreneurs able to define the vision of their ventures and work in coordination for the realization of the same
- Able to analyse the environment around them and take suitable decisions about the product
- To encourage new venture establishment and expansion of the existing ones in rural areas through designing especial program
- To facilitate strategic decision making among entrepreneurs
- Create team building and coordination skills for meeting the future demands
- To develop the communications skills among the potential entrepreneurs
- Learn creative thinking towards develop the new era of entrepreneurship

Methodology

- Lecture Method
- Written Instructional Method
- Individual Instruction
- Group Instruction and team work
- Demonstration Method
- Case study
- Question & answer section
- Situation practice section

Who Should Attend?

- Accountants
- Business Advisors
- Finance Managers
- Entrepreneurs
- Supervisors
- Heads of Department
- Business Owners

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Course Outline

MODULE 1: DEFINING ENTREPRENEURSHIP

- Entrepreneurship versus Business
- Entrepreneurial thinking is not just about business or about start-ups

MODULE 2: EMPLOYER RESPONSIBILITIES

- Way of thinking and of seeing the world
- Most people have a bit of the entrepreneur in them and a bit of the bureaucrat

MODULE 3: ORGANIZATIONS HAVE A BIT OF BUREAUCRAT

- Start-ups in the for-profit world are usually highly entrepreneurial
- Companies grow and age, they tend to become more bureaucratic as policies, procedures, and processes are enacted
- Non-profit enterprises tend to be more bureaucratic and government entities the most bureaucratic

MODULE 4: CHARACTERISTICS OF ENTREPRENEURS & ENTREPRENEURIAL THINKING

- Hard work
- Persistence
- Dedication
- Energy

MODULE 5: DISSATISFACTION WITH THE WAY THINGS ARE

- How entrepreneurs view the use of resources
- Entrepreneurship is the pursuit of opportunity beyond resources controlled

MODULE 6: ENTREPRENEURS HAVE ALMOST TOTAL CONFIDENCE THAT THEY CAN GET WHAT THEY NEED

- They are never satisfied
- Closely tied to this belief are a sense of purpose and an eye for seen and unseen opportunities
- The greatest entrepreneurs had or have a vision, a purpose, a mission

MODULE 7: ENTREPRENEURS SEE RISK DIFFERENTLY

- Learn through observation
- Learn through experimentation
- Failure is only bad if you do not learn from it.

MODULE 8: BE CURIOUS, LEARN IN EVERY WAY POSSIBLE

- Make up your own mind, think independently
- Study and observe human behaviour
- Always look for ways to combine old ideas into a new one

MODULE 9: CASE STUDY

- Q & A Section
- End of Program

