



## Entrepreneurship

14 - 18 Oct 2024  
Milan (Italy)



# Entrepreneurship

**Ref.:** 15502\_312496 **Date:** 14 - 18 Oct 2024 **Location:** Milan (Italy) **Fees:** 4900 **Euro**

## Introduction:

From low-cost tools for marketing and design, to website and ecommerce solutions, to crowdfunding platforms, there have never been more resources for people interested in starting a new business venture. Perhaps that's why there are over 31 million entrepreneurs in the United States alone. Entrepreneurship isn't simply about being self-employed or having a great business idea. In this course, we'll define entrepreneurship and discuss what it takes to become a successful entrepreneur in today's world.

## Targeted Groups:

- Marketing Managers and Supervisors
- Project Managers
- Strategic planners
- Administrators and heads of functional departments
- Research and development managers
- Team leaders

## Course Objectives:

At the end of this course the participants will be able to:

- Define the role of the entrepreneur in business around the world.
- Describe the entrepreneurial profile.
- Explain the forces that are driving the growth of entrepreneurship.
- Explain the cultural diversity of entrepreneurship.
- Put failure into the proper perspective.
- Leadership and marketing techniques, and their role in entrepreneurship.
- Effective strategic planning

## Targeted Competencies:

- Leadership techniques and administrative creativity
- Knowledge of the requirements of quality and continuous improvement
- Employment of community culture
- Marketing techniques for the idea and product
- Proper planning, promotion and public relations

## Course Content:

### Unit 1: Describe the Entrepreneurial Profile

- Welcome and Introduction & Introducing course objectives
- Conceptual framework
- Characteristics of Entrepreneurs

- Benefits & Drawbacks & feeding
- Q&A & Homework

## **Unit 2: The Cultural Diversity of Entrepreneurship**

- Quick review of the last session
- Homework solution
- The Cultural Diversity of Entrepreneurship
- The Power of Small Businesses
- Strategic Thinking
- Q&A & Homework

## **Unit 3: Strategic Planning**

- Quick review of the last session
- Homework solution
- Strategic Planning
- Vision & mission and SWOT analysis.
- Setting priorities & smart goals
- Q&A & Homework

## **Unit 4: Marketing Strategic Planning**

- Quick review of the last session
- Homework solution
- Marketing strategic planning
- The Four-Cell SWOT Matrix
- Corporate & unit Strategy
- Creating the Marketing Plan
- Q&A & Homework

## **Unit 5: Leadership and Marketing for Entrepreneurship.**

- Quick review of the last session
- Homework solution
- Implementing Marketing Strategies
- Total Quality Management
- Organizing Marketing Activities
- Q&A
- General review



**Registration form on the :  
Entrepreneurship**

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