

Day 1: Understanding Business Dynamics and Organizational Behavior

Morning Session

1. Organizational Behavior

- Understanding organizational culture and dynamics
- Communication within organizations
- Building effective teams and managing interpersonal relationships

2. Corporate Culture & Intrapreneurship

- Defining corporate culture and its impact on innovation
- Fostering intrapreneurship within existing organizations

Afternoon Session

3. Innovation & Creativity in Business

- Techniques for fostering creativity and innovation
- Overcoming barriers to innovation

4. Managing Corporate Entrepreneurship

- The role of corporate entrepreneurship in business growth
- Developing entrepreneurial initiatives within a corporate structure

Day 2: Strategic and Quantitative Approaches in Entrepreneurship

Morning Session

1. Economic for Managers

- Understanding economic principles and their application in business
- Economic decision-making for entrepreneurs

2. Quantitative Techniques in Management

- Introduction to quantitative analysis for decision-making
- Using data to inform business strategies

Afternoon Session

3. Marketing Management

- Fundamentals of marketing and market analysis
- Branding, positioning, and marketing strategies for entrepreneurs

4. Strategies for Small Business Management

- Developing business plans and growth strategies
- Navigating challenges specific to small businesses

Day 3: Integrating Technology, Human Resources, and Family Business

Morning Session

1. Information Technology for Managers

- Leveraging technology for business efficiency and innovation
- Managing digital transformation in businesses

2. Human Resource Management

- Essential HR skills for entrepreneurs
- Talent acquisition, retention, and development

Afternoon Session

3. Family Business Management

- Challenges and opportunities in managing family businesses
- Succession planning and governance in family enterprises

4. Corporate Culture & Intrapreneurship (Advanced)

- Deep dive into building and sustaining a strong corporate culture
- Case studies on successful intrapreneurial ventures

Additional Activities

- **Case Studies and Real-World Scenarios**
 - Engage in case studies related to the topics covered to understand practical applications and challenges.
- **Interactive Workshops and Group Discussions**
 - Group activities focused on problem-solving, creative thinking, and strategic planning.
- **Role-Playing and Simulation Exercises**
 - Role-playing scenarios to practice negotiation, leadership, and decision-making skills.