

i4

Management Development Programme On Global Entrepreneurship



2nd - 4th December, 2019

i4 Center, Ansal University, Gurgaon

INDIA INTERNATIONAL INNOVATION INSTITUTE (i4), USA Center at Ansal University, Gurgaon is organizing a Management Development Program in Global Entrepreneurship with Dr. Robert D Hisrich a globally renowned academician and entrepreneur having authored or co-authored 44 books and started or owned 16 companies till date.



Global Entrepreneurship Program

The program intends to facilitate the development of an entrepreneurial mind set and to equip students and professionals with necessary cutting edge knowledge and skills vital for generating value in knowledge based economy. The programme intends to acquaint the participants about the mindset, tools, and best practices being used globally in corporate entrepreneurship, managing innovation processes, and strategic renewal of corporations. Through experiential learning techniques, the program will engage the participants to comprehend the concepts and frameworks associated with managing entrepreneurship and innovation at an organizational level along with innovative and creative thinking abilities.

Day 1

Being a Global Entrepreneur:

This course will cover aspects of starting and growing a successful global venture. Some of the specific topics covered include: deciding to be a global entrepreneur, coming with the best global idea for the venture, evaluating and selecting the best global market(s), and launching and growing the venture.

Day 2

Planning the Global Venture:

This course focuses on strategic and business planning. Some specific topics include: developing and implementing a strategic plan, using and changing a business plan, identifying the critical factors for success of the global venture, and growing the global venture.

Day 3 (Till Lunch)

Financing and Valuing the Venture:

This course focuses on obtaining financing and other resources at various stages of the global venture. Some of the specific topics include- using debt versus equity financing, understanding and accessing the enterprise capital market, identifying and obtaining various types of non-financial resources, and implementing an effective timely reporting and control system, and valuing your business through various methods.

Programme Objectives and Benefits to the Participants

The programme is designed to provide knowledge of Global Entrepreneurship in the new age world which is driven by digital and connected geographies:

- To help the entrepreneurs determine the objectives of their businesses and work individually.
- Develop a wide vision about the industry, competition and latest trends.
- To enhance managerial capacities in entrepreneurs.
- Building analytical skills to understand the micro and macro perspective of business and project
- To gain insight for financing their ventures and options existing in the market
- Critical success factors to make the business global.
- Interact with other leaders. The programme will not just limit you to learning the key benefits about leadership and entrepreneurship skills, but will provide ample exposure by initiating interaction with other leaders and entrepreneurs.



Faculty Profile



Dr. Robert D. Hisrich is Principal of Sam Circle and faculty member of India International innovation Institute, USA. He is also the Bridgestone Professor of International Marketing and the Associate Dean of Graduate and International Programs at College of Business, Kent State University. He is also the president of H&B Associates, a marketing and management-consulting firm he founded and has been involved in the startup of numerous global companies.

Professor Hisrich received his BA from DePauw University, his MBA, and Ph.D. degrees from the University of Cincinnati, and honorary doctorate degrees from Chuvash State University (Russia) and the University of Miskolc (Hungary). Prior to joining Thunderbird, Dr. Hisrich held the A. Malachi Mixon, III Chaired Professor of Entrepreneurial Studies at the Weatherhead School of Management, Case Western Reserve University. Dr. Hisrich was a Fulbright Professor at the International Management Center in Budapest, Hungary in 1989. In 1990-91, he was again named a Fulbright Professor in Budapest at the Foundation for Small Enterprise Economic Development, where he also held the Alexander Hamilton Chair in Entrepreneurship. Dr. Hisrich has held visiting professorships at the University of Ljubljana (Slovenia); the Technical University of Vienna (Austria); the University of Limerick (Ireland); Donau University (Austria); Queensland University of Technology (Australia); the University of Puerto Rico; and the Massachusetts Institute of Technology.

He has authored or co-authored 44 books including: *Entrepreneurial Marketing* (Forthcoming: 2018), *Gender and Family Entrepreneurship* (2017), *Effective Entrepreneurial Management* (2017), *Advanced Introduction to Corporate Venturing* (2016), *Entrepreneurship: Starting, Developing, and Managing a New Enterprise*, 10th edition (2016 & translated into 13 languages), *Entrepreneurial Finance: A Global Perspective* (2015), *International Entrepreneurship: Starting, Developing and Managing a Global Venture*, 3rd edition (2015), *Technology Entrepreneurship: Value Creation, Protection, and Capture*, 2nd edition (2015), *Advanced Introduction to Entrepreneurship* (2014), *Marketing for Entrepreneurs and SMEs: A Global Perspective* (2014); *Managing Innovation and Entrepreneurship* (2014), *Governmentpreneurship: Establishing a Thriving Entrepreneurial Spirit in Government* (2013); *Corporate Entrepreneurship* (2012), *The 13 Biggest Mistakes that Derail Small Businesses and How to Avoid Them*, and *The Woman Entrepreneur*. Dr. Hisrich has written over 360 articles on entrepreneurship, international business management, and venture capital, which have appeared in such journals as *The Academy of Management Review*, *California Management Review*, *Columbia Journal of World Business*, *Journal of Business Venturing*, *Sloan Management Review*, and *Small Business Economics*. He has served on the editorial boards of *The Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, *Journal of Small Business Management*, and *Journal of International Business and Entrepreneurship*. Besides designing and delivering management and entrepreneurship programs to U.S. and foreign businesses and governments, particularly in transition economies, Dr. Hisrich has instituted academic and training programs such as the university/industry training program in Hungary, a high school teachers entrepreneurship training program in Russia, and an Institute of International Entrepreneurship and Management in Russia. He has also been involved in starting and growing numerous ventures in the U.S. and other countries.

Intended Participants

Senior Management Executives in companies who have been chartered with the responsibility of building the organization for tomorrow; Young Entrepreneurs looking forward to nurture new business ideas from ideation to innovation; and those trying for a strategic renewal of their business or corporation. It will also be useful for senior government officials or not-for-profit organization heads who plan to introduce entrepreneurship and innovation as a pillar of their strategy.

- **Students With Entrepreneurial Ambitions**
- **Start-Up Founders**
- **Budding Entrepreneurs**
- **Corporate Managers**
- **Venture Capitalists/Finance Personnel**
- **Strategy Managers**
- **CEO/COO/CFO**
- **Faculty Teaching Entrepreneurship**



Certification

A certification of participation co-signed by Ansal University and Indian International Innovation Institute (i4), USA will be issued to participants who attend the complete duration of the MDP.

Registration Fee and Terms & Conditions

- MDP fee - INR 40,000/- plus GST @ 18%.
- Last date for registration and payment is 25th November, 2019
- Fee includes program kit, Study Material on Global Entrepreneurship authored by Dr. Robert Hisrich, training material, lunch & refreshments for 2.5 days
- Registration form can be downloaded from the website
- The filled registration form should be mailed within 2 working days of making payment
- Ansal University or i4 reserves the right to alter or modify the content at its sole discretion
- Limited seats - Registration confirmation on first come basis

Payment Mode

Payments are accepted online through NEFT/IMPS. Cheque/DD can be deposited into bank account as per details below. Filled-in registrations form to be mailed to deanssboffice@ansaluniversity.edu.in

Bank Details

Bank Name	YES BANK LTD
Bank Address	48, NYAYA MARG, CHANAKYA PURI, NEW DELHI - 110 021
Account Name	ANSAL UNIVERSITY
Account Number	000380200001999
Account Type	CURRENT
IFSC	YESB0000003
GSTIN	06AAATC0747N1ZO

Contact Us:

i4 - Aditya Prasad

011- 41207176 | +91 9899487688

ap@samcircle.com | <http://www.samcircle.com>

Ansal University

0124-4750504 | +91 9810655929

deanssboffice@ansaluniversity.edu.in | www.ansaluniversity.com

Indian International Innovation Institute (i4) , USA

India International Innovation Institute (i4) promoted by Sam Circle Venture LLC, is engaged in design, development and delivery of programs related to innovation, venture development & commercialization. i4 works with faculty partners of reputed US Universities/ Institutions through an alliance mechanism in creating these curated programs.

i4 act as a collaborative exchange for students, faculties of alliance & member institution for research, innovation and training. i4 initiatives also help in bringing together academic, business, capital, government and community resources around the geographical area of member institution to foster venture development, commercialization and Training.

I4 - Alliance Institutions

- > Henry Ford Health System, Detroit
- > Disaster Medicine Fellowship, Beth & Israel Deaconesses Medical Center, Harvard Medical School, Boston
- > Kent State University, OH
- > Clemson University, SC
- > University of South Carolina, SC
- > Kieran Timberlake, Philadelphia
- > Case Western Research University, OH
- > Thunderbird Business School, AZ
- > Anderson University, SC
- > University Centre, Greenville, SC

Ansal University, Gurgaon

Ansal University was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurgaon, India's largest hub of National and Fortune 500 companies, it has eight schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development.

Ansal University has been awarded the National Education Excellence award 'Best Private University in Northern India 2017' along with 'CSR Excellence in Education' award for 2 consecutive years i.e. 2017 and 2018. Sushant School of Art and Architecture at Ansal University is the flagship school which started in 1989 and has been consistently ranked No. 1 Private Architecture School in India by Outlook Magazine.



Golf Course Road, Huda, Sushant Lok 2, Sector 55, Gurugram, Haryana 122003

Toll Free: 1800-270-5520 | +91-124-4750400, +91-124-4750501

www.ansaluniversity.edu.in