

Certificate Program in **Entrepreneurship Culture**

2 Sundays, May 20 & 27, 2018 - 9.30 a.m. to 1.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, ATIRA Campus, Ahmedabad

In good and bad economic times, innovation is a requisite for companies seeking to remain competitive especially in uncertain and turbulent times. Many organizations are increasingly looking to “corporate entrepreneurship” as a way of combating the lethargy and bureaucracy that often accompany size. But can employees, who are expected to act like entrepreneurs really trained to do so? The purpose of this program is to help organizations through management education and action learning projects turn employees into corporate entrepreneurs. Research literature indicate that many employees can indeed be trained to act like entrepreneurs and that these actions can result in significant new value creation. However, companies who embark on corporate entrepreneurial development programs also need to be aware of the pitfalls and problems that can happen when newly trained corporate entrepreneurs re enter the organization.

Who Should Attend? – This certificate program is for Entrepreneurs, all managers from all departments / functions. Aspiring executives and students are welcome. There are limited seats of 25 participants so ensure enrollment before time.

Programme objectives

- Boost your skill level in cultivating entrepreneurship in organizations.
- Help to successful management at work.

Course Contents

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| 1. Business challenges of 21 st century. | 6. What makes your business tick? |
| 2. Elements of a corporate entrepreneurship | 7. Guiding principles to execute corporate entrepreneurship. |
| 3. Entrepreneurial skills. | 8. Personal development plan. |
| 4. Stimulating Innovation and change. | 9. Certification |
| 5. Diagnosing poor performance. | |

Faculty: Dr.Paresh M Kariya, Ph.D., MBA, BE, SSB, LA-ISO 9000. He is Senior Management Professional with more than 23 years in high-impact senior leadership roles that emphasized turnaround strategies within the industry, recognized as a top performer consistently achieving Business plan / financial goals. Vast exposure and experience in employee engagement, sales, marketing, operations management and business development. He is accredited management teacher and six sigma black belt.

Fee : Rs.1500/- per participant including GST. Concession for Members 10%, Patron Members 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of “Ahmedabad Management Association”.

Programme on Entrepreneurship Culture

May 20 & 27, 2018

Registration Form:

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

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Website: www.amaindia.org • **Android Mobile App**: AMA-Ahmedabad amalndia.org

Name(s)	Position
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Organisation: _____	
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