



+ CSU **WORKSHOP**

ORGANISATIONAL ENTREPRENEURSHIP PROGRAM

Wangaratta Regional Study Centre

The Charles Sturt University (CSU) Organisational Entrepreneurship Program integrates entrepreneurial theory and research with practical business and management knowledge. It has been designed to develop, launch and grow innovative ideas and projects within organisations.

Who is it for: managers who want to use this within their organisation, across all types from small business, family business, corporations, government and the not-for-profit sector.

You will learn about:

The building blocks of Organisational Entrepreneurship

- the differences between management and entrepreneurship
- innovation and the entrepreneurial process
- opportunity recognition and how to decide which opportunity to pursue
- effectuation and how existing organisations can remain
- competitive corporate venturing and strategic renewal

How to create an Entrepreneurial Organisation

- how to make your organisation more entrepreneurial
- linking entrepreneurial orientation and performance
- entrepreneurial marketing and finance
- corporate venturing and accelerators

Entrepreneurial Ecosystems, Policy and the Community Capital Framework

- why entrepreneurial ecosystems matter
- how to present business plans for Corporate Entrepreneurship
- initiative growth and harvesting strategies for entrepreneurial projects

Each module consists of a one-day workshop with a participant presentation in Module 3.

The full cost of this course is \$1700 pp, which has been generously subsidised by CSU and Launch Vic via StartUp ShakeUp and Innovate North East Vic.

Program Overview:

Module	Start date
The building blocks of Organisational Entrepreneurship	Feb 15th 2019
How to create an Entrepreneurial Organisation	March 1st 2019
Entrepreneurial Ecosystems, Policy and the Community Capital Framework	March 15th 2019

Venue

Wangaratta Regional Study Centre

Cost

Three modules: \$300 + GST

Expressions of interest

bit.ly/2KIBJLU

Further Information

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