GLOBAL ENTREPRENEURSHIP AND INNOVATION BOOTCAMP

Overview

Thunderbird’s Global Entrepreneurship & Innovation Virtual Bootcamp equips you to realize your entrepreneurial dreams and elevate your career as an innovator within a global organization. With a unique focus on global dynamics in an era of disruption and rapid change, the curriculum features sixteen leading-edge themes key to global entrepreneurial success in the Fourth Industrial Revolution. This timely and interactive program offers new dimensions in online management education tailored for maximum flexibility, empowering entrepreneurial leaders and innovators with templates for starting new global businesses and nonprofits, and proven 21st Century strategies for creating value through innovation in existing enterprises across the private, nonprofit and public sectors.

Take a deep dive into each theme led by a renowned expert in the field and earn the Global Entrepreneurship & Innovation Virtual Bootcamp certificate.

Who Should Attend

Aspiring global entrepreneurs and other professionals interested in further developing their entrepreneurial skill set, including those within organizations focused on intrapreneurship.

Working professionals leading and managing innovative global organizations, or launching new ventures, seeking to reimagine solutions for tomorrow’s challenges and opportunities.

Key Benefits

- Identify and incorporate the skills and traits of successful entrepreneurs and their enterprises.
- Learn to leverage the holistic global entrepreneurship ecosystem and related drivers.
- Gain knowledge and skills from case examples spanning multiple countries to adopt success practices and understand challenges to avoid.
- Engage thought-provoking interactives for a more personalized learning experience.
- Develop both the global mindset and transdisciplinary skills necessary to advance an entrepreneurial venture with global orientation and ambition.
- Master proven methods for planning and financing entrepreneurial ventures to transform bold, innovative thinking into viable global endeavors.

Contact us today for more information
exec.ed@thunderbird.asu.edu | +1 602 496 7500 | 1 800 457 6966 | thunderbird.asu.edu/exec-ed
GLOBAL LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION

Program Curriculum

➤ STRATEGIC PLANNING: VISIONING, AND GOAL SETTING
Participants will gain practical tips on visioning for their business and setting goals to help achieve them. Learn how these goals can contribute to effective strategic planning and how effective strategies are important to sustaining success.

➤ SOCIAL ENTREPRENEURSHIP
Social entrepreneurship explores the ways start-up companies and entrepreneurs use business principles to address complex societal challenges, such as climate change, poverty, renewable energy, illiteracy, and disease. Learn what social entrepreneurship is and how it complements other existing programs, such as nonprofits and government initiatives, to solve these critical issues. Learn about diverse types of social enterprises and how they contribute to making an impact on communities and/or environments around the world, as well as the challenges that they face.

➤ STRATEGIC PLANNING: IMPLEMENTATION
After creating a strategic plan for a business, the next step is to implement it. This is a critical step as best strategic plans could end up in failure without the appropriate and timely execution. Participants will be able to learn how a strategic plan goes from paper to action and how to measure success.

➤ UNDERSTANDING YOUR CUSTOMER FOR MARKETING AND SALES
Understanding your customer is an essential element for businesses with global interests. Learn how to use key tools to gather and analyze demographic and psychographics of targeted customers and how to design the appropriate marketing and sales tactics for a product’s niche.

➤ PUBLIC AND PRIVATE PARTNERSHIPS FOR BUSINESS
Learn how collaboration between a government agency and a private-sector company can be leveraged to finance, build, and operate projects.

➤ ACCOUNTABILITY, TRANSPARENCY, AND ETHICS IN BUSINESS
Learn why accountability, transparency, and ethics are essential for businesses and the practices that enable diverse types of businesses to structure their companies in a way that discourages bad behavior and encourages ethical decision-making. Identify legal regulations that pertain to ethics in international business. Understand the benefits of ethical behavior and the risks of unethical behavior.

➤ FUNDING AND ACCESS TO CAPITAL
Access to capital is important for most high-growth businesses. Participants will explore whether or not their company is well suited for outside capital, and learn about the common types of financing available to startups. We will cover the typical funding rounds, how to calculate your capital needs, how equity distribution and dilution works and how to protect your business using a vesting schedule. Funding and accessing capital are important for businesses to grow. Explore different types of, learn how to gain access to, and what challenges are encountered while seeking funding/capital.

➤ USING SOCIAL MEDIA EFFECTIVELY FOR BUSINESS
Effective Social Media efforts are vital to building the entrepreneurial venture’s brand and reputation and engaging customers. Learn practical keys for successful social media engagement and how to improve key metrics using a strategic approach to online marketing.

➤ OPERATIONS: VALUE CHAINS
Most businesses have a value and supply chain, but need to understand how to use them for growth. Learn the differences between value and supply chains and the value of assessing them in order to develop processes that help businesses grow. Leaders need to better understand their organization’s value chains to be able to leverage them for sustainability and growth. Participants will learn to align their value chains with market-facing value disciplines and also learn specific approaches for assessing opportunities for improving their value chains to help their businesses grow.

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➤ ORGANIZATIONAL READINESS FOR SCALING AND GROWTH
While some businesses may think that they are ready to scale and expand, it’s important to assess readiness before doing so. Learn processes and tools that will help you to determine if your business is ready to scale and expand. Participants will be exposed to some key approaches for scaling and growth.

➤ INTELLECTUAL PROPERTY IN BUSINESS
Learn the concept of intellectual property, the international architecture that frames national regulatory frameworks. Participants will be introduced to the different types of intellectual property, how it relates to their business, and ways to protect the intellectual property of their business.

➤ CREATING A BUSINESS CULTURE FOR GROWTH
Organizational culture contributes to the success of businesses. Learn about how intentionally building an organizational culture can help you meet your goals and contribute to sustainable growth for your business. Focus is given to key foundations for culture development that support business growth.

➤ EFFECTIVE BRANDING FOR BUSINESS GROWTH
Learn how effective branding can assist in growing a business and keys to implement effective branding in the entrepreneurial enterprise. Focus is given to key practices to develop a compelling brand.

➤ FINANCIAL ANALYSIS AND MANAGEMENT
Financial issues are the number one reason why businesses fail. Learn best practices for analyzing, managing, and ensuring good financial health for business growth.

➤ RECRUITING QUALITY TALENT FOR BUSINESS GROWTH
Leading an enterprise requires identifying and hiring quality talent that contribute to sustainable growth in a business. This session will provide an understanding how hiring, on-boarding, and retention of staff affects businesses overall.

➤ DEVELOPING STAFF FOR BUSINESS GROWTH
Learn methods, best practices, and tools for developing staff with a focus toward global enterprise growth.

Faculty

Jonas Gamso
Assistant Professor of International Trade

Henrik Scheel
Professor of Practice

Eva Vázquez Ortiz
Faculty and Director, Global Family Business

Bill Youngdahl
Associate Professor of Operations Management

Diana Bowman
Professor in the Sandra Day O’Connor College of Law, and Associate Dean for International Engagement

Tom Hunsaker
Associate Dean of Innovation

Wendy Bailey
Associate Professor

Joshua Ault
Assistant Professor of Global Management

Rebeca (Eun Young) Hwang
Senior Director of the Center on Global Entrepreneurship and Family Business

Location
Online

Dates
Upon completed registration

Fees
$990/certificate

CONTACT US
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