



le cnam



Business and Innovation for Entrepreneurs Training

From 20 October to 24 October, 2019

Al-Balqa Applied University, Jordan

Purposes and outcomes:

The program is primarily designed for entrepreneur, entrepreneur trainers, business coaches and business advisors. It tackles the latest entrepreneurship issues in a very practical way; it focuses on two main domains:

- innovation and new business models
- corporate governance and contractual issues

Agenda:

Day 1:

- Morning: Corporate law and governance, Choosing the right type of company, The alternative models (cooperative...), their justifications and their limits
- Afternoon: Introduction to innovation, Innovation processes, Innovative and entrepreneurial ecosystems

Day 2:

- Morning: Contract practice, How to read and write a contract without being a lawyer?
- Afternoon: Exploiting Innovation, Innovative business models, new opportunities and innovation models (frugal innovation, social innovation...).

Day 3:

- Morning: Contract practice, going international: the legal implications
- Afternoon: Collaborative innovation, Territory, clusters and collaborative spaces of innovation

Day 4:

- Morning: Open session to entrepreneurs, Governance and power issues.
- Afternoon: New modalities of innovation through digital platforms, crowd sourcing, hackathon, open innovation approaches.

Day 5:

- Morning: Training and coaching entrepreneurs: practical considerations, Presentation by Jordanian participants: Jordanian examples of business and innovation for entrepreneurs
- Afternoon: Pedagogical experience sharing, teaching, learning and coaching modes (onsite, online, blended learning). Conclusion and certification

Workshop description:

- Period: 20-24 October 2019
- Language: English
- Duration: 5 days (9:30-13:00 / 14:00-17:30)
- Venue: Al-Balqa Applied University.
- Certification: Certificate, issued by the Cnam
- Trainers : Prof. Karim Medjad,
Dr. Anne Berthinier-Poncet
Kim VU,

Requirements:

- English,
- Entrepreneurs or students/individuals having an entrepreneurial project in process
- Business coach/advisors/instructors.
- Fees: 150 JD.
- Contact Person: Dr. Omar S. Arabiat
Email: Arabiat@bau.edu.jo
Mobile: +962-796363600