

## Wadhvani Centre for Entrepreneurship Development (WCED)

WCED is the first dedicated centre for entrepreneurship development in India. The centre's aim is to nurture the spirit of entrepreneurship via an integrated approach that includes: undertaking cutting-edge research; creating an ecosystem to promote enterprise creation and growth; developing the right knowledge, skills, and attitude needed to cultivate an entrepreneurial mindset in the student community; and enhancing capabilities in the wider community of educators so that the quality of entrepreneurship education imparted in India is significantly enhanced. The WCED is funded by the Wadhvani Foundation. [www.isb.edu/wced](http://www.isb.edu/wced)

## Centre for Executive Education (CEE)

CEE offers executive programmes that focus on global best practices and at the same time are relevant to Asian and Indian business contexts. These programmes prepare senior managers and business heads to be leaders in today's rapidly changing business environment. Faculty for CEE programmes are drawn from top business schools the world and have extensive experience in both teaching executive programmes as well as in consulting with some of the worlds leading organisations. CEE presently offers open enrollment, customised, and general management programmes.

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# Markets have opened up like never before globally

## This means you're now faced with both opportunities and challenges



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Global Growth Entrepreneurship  
Programme

## Global Growth Entrepreneurship Programme

Changes in the global competitive environment along with the opening of the Indian economy have resulted in new opportunities and challenges for small and medium sized enterprises (SMEs) in India. In the past SMEs operated in a protected, supplier based market. Today they have to be prepared to contend with global players. Further, in order to take advantage of attractive growth opportunities, these SMEs must adopt a global outlook with regard to customers, suppliers, locations, employees and sources of financing.

The Global Growth Entrepreneurship Programme is targeted at senior executives from SMEs in industries that are poised for growth. Participants will learn to evaluate global opportunities and implement a sustainable global business model. In addition, participants will gain insights into the dynamics of global growth and managing SMEs as global businesses. The programme will be delivered in a highly interactive and energised environment using a combination of presentations, case studies and discussions with entrepreneurs.

The programme is brought to you by the Wadhvani Center for Entrepreneurship Development and the Center for Executive Education at the ISB, in association with the Wadhvani Foundation and the National Entrepreneurship Network.

### Faculty

**Gerry George** is Professor of Innovation and Entrepreneurship and the Director of the Rajiv Gandhi Centre for Innovation and Entrepreneurship at the Imperial College, London. The Centre is the portal for Imperial College's strategic commitments in India for joint research, technology commercialisation, and educational programmes in innovation and entrepreneurship. Gerry is an expert on managing innovation in technology-based companies and has successfully launched ventures of his own. He serves on the boards of high technology companies and guides start-ups and large companies on technology venturing and entrepreneurship. An award-winning researcher and teacher, George has published over 25 articles in leading scholarly journals on topics of resource constraints, value creation, and innovation in large and small organisations.

**Charles Dhanraj** is a PhD from Ivey Business School, Canada, and teaches global strategy and international alliance at Kelley School of Business, Indiana University.

He is also the faculty organiser for the annual international business conference in Indiana and focuses on emerging markets, such as Brazil, Russia, India, and China (BRIC). Charles Dhanaraj has also taught enterprise development and international business at Temasek Polytechnic, Singapore and has received several awards for excellence in teaching. Charles' papers on global strategy, international alliances and joint ventures, organisational learning, and technological innovation have won him several awards in research. His work has been published in top journals internationally.

### Who should attend

- Entrepreneurs who are interested in global opportunities
- Managers from SMEs responsible for global growth
- Advisors to SMEs
- The programme will be of particular interest to key decision makers from SMEs in industries that are poised for growth, such as auto components, textiles, food processing, pharmaceuticals, chemicals and engineering.

### Date and Venue

For the convenience of the participants the programme will be offered in three cities as follows:

**Hyderabad:** February 1 - 3, 2009

**New Delhi:** February 5 - 7, 2009

**Mumbai:** February 9 - 11, 2009

The programme will be conducted from 9.00 am to 5.00 pm. To apply, please complete the application form and send it along with the course fee. Selected candidates will be informed by January 15, 2009.

## Programme Fee

Funding from Wadhvani Foundation makes it possible to offer partial scholarships to all participants. Regular fee is INR 75,000. Fee after partial scholarship is INR 24,000 per participant which includes tuition and course material. Fee does not include travel, accommodation and other incidental expenses.

## Programme Contents

Participants will gain insights into:

- Components of a global strategy
- Understanding industry structure and global dimensions
- Factors influencing competition in global industries
- Leveraging regional advantages and network
- Defining an international entry strategy
- Coordinating alliances and partnerships
- Building synergy across global units
- Cross-cultural negotiations
- Assessing global entrepreneurial opportunities
- Launching born global start-ups

## Programme Benefits

Participants will be able to:

- Develop systematic frameworks to evaluate global entrepreneurial opportunities
- Evaluate opportunities for global expansion
- Hone cross-cultural negotiation skills
- Analyse factors in alliances and global cooperative partnerships
- Implement models for internationalisation
- Leverage value in global dimensions

## Application Process

Please send the filled-in application form along with a DD of Rs 24,000 in favour of Indian School of Business payable at Hyderabad to the Marketing Services team. Do take care to fill in the application form, as incomplete applications will not be processed.

For cancellations, if any, please send an advance notice to the Marketing Services team. You can avail the entire fee refund if information is sent 4 weeks before the commencement of the programme; half the fee refund if information is sent between 2-4 weeks before the commencement of the programme. There will be no refund if information is sent less than two weeks in advance.

