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## **Business Excellence for Entrepreneurs and Governments**

### **Introduction:**

This course covers:

- How to become successful entrepreneur
- Entrepreneurial skills and business excellence
- Business Start up techniques
- Modern business practice for entrepreneurs

It includes “the big ideas” in business and business leadership. It will include business trends (global and GCC), “open innovation” management theories, and the latest Internet business developments. Through a series of case studies, lectures and exercises, we look at the developments that are disrupting businesses around the globe, and are simultaneously creating windows of opportunity for entrepreneurs. We look at newly emerging knowledge-based economies, learning organizations, the social responsibility movement, the “green” movement, the quality-of-life movement and emerging business opportunities in the GCC region.

### **Objective/ Elements:**

The objectives of the course are to teach:

1. Systems of governance that promote economic growth and business success.
2. Entrepreneurs how to start successful businesses.
3. Managers how to recognize successful innovation opportunities.
4. Everyone how to take advantage of new communication technologies.
5. Everyone about modern business trends.

Special emphasis is given to new technologies and management techniques for knowledge-based economies.

### **Participants:**

The course is intended for individuals who are: (1) starting up and managing entrepreneurial ventures; (2) executives who are tasked to develop strategies for bringing innovations to market and managing innovation in a corporate environment and (3) government officials and staff members assigned to promote entrepreneurship and new venture creation.

## **Lecturers:**

These lectures will be delivered by professors from **CMU**:

- **George M. White, PhD:** who is an expert in teaching entrepreneurship, helping entrepreneurial startups, and investigating the impact of entrepreneurship on national economies. He created and operated labs for Stanford University, Xerox PARC, Apple Computer, ITT, and the Institute for Infocomm Research in Singapore. His present career is Teaching entrepreneurship at Carnegie Mellon University, Qatar campus.
- **S. Thomas Emerson, PhD:** who is experienced chief executive officer/ entrepreneur/ educator founder and builder of three high technology companies which created combined shareholder value in excess of \$600 million. Thirty years high technology executive experience at VP level & above and twenty years CEO experience. Energetic and creative leader and manager. His present career is David T. and Lindsay J. Morgenthaler Professor of Entrepreneurship at Carnegie Mellon University, Qatar campus.

## **Fees:**

3,650 Q.R\ per participant.

## **Date and Venue:**

The course will be held on 10 – 12<sup>th</sup> October 2010, at the Gulf Organization for Industrial Consulting (GOIC), (GOIC Flow Hall) – Doha/ Qatar.

**Course Language:** English.

## **Course Certificate:**

The participant will be given a certificate at the end of the training course on condition that he/she attends 85% of the lectures.

## **Registration:**

you can participate in the training course by filling-in the attached registration form, or by visiting our web-site: [www.goic.org.qa](http://www.goic.org.qa) for online registration.

✉ For more information, you can contact the following address:

Gulf Organization for Industrial Consulting – Tel: (+974-4858888) Ext: (811) or (806/821)  
– Fax: (+974-4934369) – P.O. Box: (5114) Doha/Qatar – E-mail: [ahlam@goic.org.qa](mailto:ahlam@goic.org.qa) –  
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