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Duration: 2 Days

Course Overview and Objectives

Intrapreneurship is a concept whereby corporate organizations behave entrepreneurially to become more competitive, productive and profitable in the market place.

Intrapreneurship looks at transforming existing corporate organizations to become more **COST-EFFECTIVE, PRODUCTIVE and PROFITABLE**. It is aimed at making corporate organizations more competitive in the market place. It looks at **SUSTAINABLE BUSINESS SUCCESS** through the creation of something 'new,' be it, a new product or a new service, let alone a new operational system.

Intrapreneurship and Innovation For Managers and Supervisors

Module 1: Corporate Entrepreneurship or Intrapreneurship Defined

Module 2: Are Intrapreneurs Different?

Module 3: The innovation process and factors

Module 4: Intellectual property rights

Module 5: University research and technology transfer

Module 6: Intellectual property rights and development

Module 7: Technology adoption and diffusion

Module 8: Marketing and adoption

Module 9: Critical Roles in Intrapreneurship and Innovation

Module 10: Understanding the Obstacles of Intrapreneurship and Innovation

Module 11: Overcoming The Obstacles and Limitations

Module 12: Structuring the Company For Intrapreneurship

Module 13: Why Creativity & Innovation?

Module 14: The Freedom Factors Module