

# Entrepreneurship and Innovation



CPD Validation No. SAIE/ CPD/ T/ 06-15 CPD points 4

## OVERVIEW

This course discusses the basics every manager needs to know to organize successful technology-driven innovation in both entrepreneurial and established firms. We focus on both innovation and Entrepreneurship within firms e.g. back office innovation as well as front office innovation. We start by examining innovation-based strategies as a source of competitive advantage and then examine how to build organizations that excel at identifying, building and commercializing technological innovations.

Major topics include how the innovation process works; new product Introduction (NPI), creating an organizational environment that rewards innovation and entrepreneurship; designing appropriate innovation processes (e.g. stage-gate, portfolio management, risk management); and organizing to take advantage of internal and external sources of innovation. We also look at sources of funding for new product development. The course examines how entrepreneurs and innovators can shape their firms as they progressively build and commercialize valuable opportunities. Many of the examples also focus on how established firms can become more entrepreneurial in their approach to innovation.

## COURSE BENEFITS

- Critically access Entrepreneurship and Innovation opportunities.
- Formulate a high level strategy for new product development.
- Develop and implement Entrepreneurial and innovation process.
- Develop and implement Entrepreneurial and innovation portfolios.
- Identify risks and opportunities for entrepreneurs and innovators.

## COURSE OUTCOMES

- Problem solving.
- Application of scientific and engineering techniques.
- Experiments, investigation and data analysis.
- Individual team and multi-disciplinary work
- Independent learning ability

The course focuses on synthesis of management and scientific knowledge allowing students the ability to critically gather data, interpret data and develop solutions to commercial ends. The course focuses on higher level thinking, students are required to apply scientific knowledge, management knowledge and develop creative and out of the box thinking approaches to service management.

## ABILITY DEVELOPMENT

## TARGET AUDIENCE

All personnel involved in the management of resources be it technologies or people. Managers and staff need to become more entrepreneurial and innovative in the way they develop and deliver products or services to their clients. Typically this course is targeted at every manager in corporate organizations, SMMEs and the individual entrepreneur. All of whom are looking to becoming more creative in the products and services they deliver.

## COURSE OBJECTIVE

The course aims to give an in-depth coverage of Entrepreneurship and Innovation within and between firms. We focus on what makes some firms more competitive than, other firms, sources of innovation, innovation, culture and climate, and innovation collaboration. The module addresses the scope, impact and importance of Entrepreneurship and Innovation and the major decisions that need to be made in today's globally connected economy.

As customers create new value through globally connected enterprises, this course provides participants with the tools to develop as Entrepreneurs and Innovators and in so doing helping organizations to become more competitive. South Africa being an economy that is pressurised by unemployment, global pressures from global competitors, this course will help motivate Entrepreneurs and Innovators to close economic gaps.

VENUE: JASCO OFFICE PARK, CORNER ALEXANDRA AVENUE AND 2<sup>ND</sup> STREET HALFWAY HOUSE MIDRAND, 1685  
DR. RAJ SIRIRAM | PHONE: +27 82 894 6253 | WORK: +27 11 622 3549 | EMAIL: RAJ@ALPHA-CONCEPTS.COM

## COURSE CONTENT

The course content encompasses at least the following:

1. Setting the scene
  - a. Entrepreneurship
  - b. Innovation
  - c. Invention
2. Challenges of Entrepreneurship and Innovation
3. Organizing for Entrepreneurship and Innovation
4. Risks and opportunities in Entrepreneurship and Innovation.
5. Exploring Entrepreneurship and Innovation.
6. Exploiting Entrepreneurship and Innovation..
7. Executing on Entrepreneurship and Innovation.
8. Needs roles in Entrepreneurship and Innovation
9. Culture and climate in Entrepreneurship and Innovation



AFFILIATE MEMBER

## TEACHING AND LEARNING PROCESS

The course is a learning by doing course, students are given core material which they are expected to read and understand. Several case studies are given, students are to work in groups and present their analysis of the case studies using the core material discussed in class.

The class is broken into groups depending on the number of students there are normally 3 to 4 groups of 5-8 students each. Students are given 4 to 7 case studies, which are to be worked through the duration of the course over a 3 day period. While one group presents the material normally a 20 minute presentation. The other groups are required to critique the presentation thus creating a forum for debate and discussion.

Students are also expected to submit a final report one week after course completion for evaluation, which is worth 50%

### ASSESSMENT CRITERIA

1. Class participation:	20%
2. Presentations:	30%
3. Final report	50%

### TIME REQUIREMENTS

Lecture hours:	24 Hours
Lecture Self study:	12 Hours
Total time:	36 Hours

## OTHER REQUIREMENTS

Proposed: NQF Level 8










Admission: Appropriate tertiary qualification & 5 years relevant work experience












## COURSE INSTRUCTOR








Dr. Raj Siriram is Chief executive of Alpha concepts Pty (Ltd) a professional management and engineering consulting company, previously Operations executive at Plessey a Dimension Data company, Chief Information Officer at Dimension Data Middle East and Africa. He was also Divisional managing director at Siemens Ltd, Manufacturing systems manager at GE, Manufacturing manager at Alstom. He has a wide range of industrial experience from business development, project management, Information technology, supply chain management, performance management, business engineering and manufacturing. He has turned and grown many business's over the last 15 years of his 25 year working experience. Raj has more than 10 years experience at executive level. He is also a sessional lecturer at the University of the Witwatersrand. His research interests are in technology management, enterprise engineering, project management and systems engineering. Raj is a registered with the engineering council of South Africa. He holds a Ph.D. in Industrial Engineering from the University of Witwatersrand, In South Africa, School of Mechanical, Industrial and Aeronautical Engineering. He is also a member of the Institute of Directors, South African Institute of Industrial Engineers, Institute of Industrial Engineers (US) and many other professional bodies.

## DAY 1 : 9 SESSIONS

SESSION 1	SESSION 2	SESSION 3	SESSION 4	SESSION 5	SESSION 6	SESSION 7	SESSION 8	SESSION 9
REGISTRATION / COFFEE & TEA	WELCOME & INTRODUCTION	SETTING THE SCENE ENTREPRENEURSHIP & INNOVATION	CHALLENGES OF ENTREPRENEURSHIP & INNOVATION	COFFEE & TEA BREAK	ORGANIZING FOR ENTREPRENEURSHIP & INNOVATION	LUNCH	RISKS & OPPORTUNITIES IN ENTREPRENEURSHIP & INNOVATION	CONCLUSION OF THE DAY
								
8h30-9h00	9h00-9h15	9h15-9h45	9h45-11h00	11h00-11h20	11h20-13h00	13h00-13h45	13h45-15h30	15h30-16h00

SESSION 1	SESSION 2	SESSION 3	SESSION 4	SESSION 5	SESSION 6	SESSION 7	SESSION 8	SESSION 9
COFFEE & TEA	QUESTIONS ARISING FROM THE PREVIOUS DAY	EXPLORING ENTREPRENEURSHIP & INNOVATION	EXPLOITING ENTREPRENEURSHIP & INNOVATION	COFFEE & TEA BREAK	CASE STUDIES: NEEDED ROLES IN ENTREPRENEURSHIP & INNOVATION	LUNCH	DISCUSSION ON FINAL REPORT/ DESIGN CHALLENGE	CONCLUSION OF THE DAY
								
8h30-9h00	9h00-9h15	9h15-9h45	9h45-11h00	11h00-11h20	11h20-13h00	13h00-13h45	13h45-15h30	15h30-16h00

## DAY 2 : 9 SESSIONS

SESSION 1	SESSION 2	SESSION 3	SESSION 4	SESSION 5	SESSION 6	SESSION 7	SESSION 8	SESSION 9
COFFEE & TEA	QUESTIONS ARISING FROM THE PREVIOUS DAY	DESIGN CHALLENGES OF ENTREPRENEURSHIP & INNOVATION	EXECUTING ON ENTREPRENEURSHIP & INNOVATION	COFFEE & TEA BREAK	CULTURE & CLIMATE IN ENTREPRENEURSHIP & INNOVATION	LUNCH	CASE STUDIES	CONCLUSION AND WRAP UP
								
8h30-9h00	9h00-9h15	9h15-9h45	9h45-11h00	11h00-11h20	11h20-13h00	13h00-13h45	13h45-15h30	15h30-16h30

## DAY 3 : 9 SESSIONS



# COURSE REGISTRATION FORM

COURSE NAME		COURSE DATE	
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- Please complete one form per delegate.
- Please complete all details on the forms below in clear block letters.
- Please ensure you send the relevant attachments so as not to delay your registration
- Only fully completed registration forms can be processed all field must be completed

NAME	
ID NUMBER	
COMPANY	
COMPANY VAT NUMBER	
POSTAL ADDRESS	
POSITION IN COMPANY	
CELL NUMBER	
OFFICE NUMBER	
FAX NUMBER	
EMAIL ADDRESS	

COMPANY ORDER NUMBER	
PERSON PAYING ACCOUNT	
PERSON EMAIL	
PERSON CONTACT NUMBER	

**PLEASE NOTE THAT ELECTRONIC INVOICES ARE SENT AS A FORM**

Banking details & pro forma invoices will be supplied on receipt of your completed registration form. Payment must be rendered before the start of the course

SIGN ACCEPTANCE		DATE SIGNED	
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SPECIAL DIETARY REQUIREMENTS?	
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I was contacted via E-mail/Phone	
I was contact by (Name & Surname)	
I Phoned Alpha Concepts to book	



Dr. Raj Siriram Chief Executive Alpha Concepts (Pty) Ltd.

Email: [raj.siriram@alpha-concepts.com](mailto:raj.siriram@alpha-concepts.com)

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