



الدورة التدريبية

**(Entrepreneurship & Creative Thinking)**

19-20 March 2014 :	تاريخ الدورة
9:00 am – 2:00 pm :	توقيت الدورة
<b>Eng. Ahmad Firas Hamadeh – MBA :</b>	اسم المدرّب
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العربية / الانكليزية :	لغة الدورة

**أهداف الدورة / Training objectives**

- Develop a system thinking approach
- How to deal with business ideas and opportunities efficiently
- How to use creative thinking tools
- How to develop business models

**الفئة المستهدفة / Target Group**

- Innovators
- Young Entrepreneurs
- Business Development Officers
- CIOs

**النتائج المتوقعة في نهاية الدورة / Expected learning**

- Be able to define a business idea
- Be able to create a sustainable competitive advantage
- Be able to use system thinking tools
- Be able to create a business model
- Be able to manage a start-up business

**المحاور الأساسية للدورة / Training outlines**

- System Thinking
- Creativity and Analytical Thinking
- Creativity and Entrepreneurship
- Innovation and Opportunity Window
- Developing Business Ideas
- Creating a Business Model
- Business Intelligence