



Curriculum Design Statement

Training Program on

Innovative Entrepreneurship: From Ideas to Starting a Business

October 29-November 9, 2018

Mekong Institute, Khon Kaen Thailand

1. Background

It is widely recognized that innovative entrepreneurship is a stimulant in advancing economies by creating job opportunities, reducing poverty and contributing to address social challenges. International organizations have also increasingly advocated that entrepreneurship and innovation are pre-requisite for sustainable development by supporting women and youth empowerment, green economy and other social and environmental benefits. Entrepreneurship implies personal initiatives, innovativeness and market orientation that could add value to both business and non-business entities by supporting structural changes. Ultimately, a culture of innovative entrepreneurship is envisioned, which is able to incorporate economic, artistic, and social activities as parts of one coherent spectrum of human creativity.

Entrepreneurship is becoming an important part in educational programs in many countries around the world; the primary focus is on the emergence of more small-sized enterprises, fast growth firms with technology based businesses. The factors of success in new innovative enterprise are to assess the importance of idea creation and development in the interplay with the other resources. In this regard, it can be shown that the need for innovativeness does not result only from intensifying competition but also, in a broader sense, includes social issues, so as to identify in advance new tendencies in the market place.

Mekong Institute (MI) is committed to support human resource development and regional cooperation in the Great Mekong Sub-region (GMS) by focusing on capacity development activities in areas of Innovation, Agriculture and Trade. It is found out that private sector, particularly, small and medium enterprise (SME) sector, are in need of strengthening for their Innovation, sustainability as well as generating more values for social and economic benefit in the region. In cooperation with The Israeli Ministry of Foreign Affairs, MASHAV- Israel's Agency for International Development Cooperation and The Office of SMEs Promotion (Thailand), the training will be organized at the MI Residential Training Center in Khon Kaen, Thailand.

2. Objectives of the Training

This program aims to enhance the capacity in innovative entrepreneurship using good practices and experiences.

The main objectives of the training program are:

- To improve knowledge and skill sets of participants on adopting innovative ideas and practices starting a business
- To share experiences regarding good practices and policies of facilitating innovative entrepreneurship; and

- To create a network of practitioners and policy makers who are working with entrepreneurship development activities in the region.

3. Course Outline

Module 1: Introduction: Entrepreneurship and Innovation

Objectives:

- Identify Entrepreneurial creativity
- Explore Innovation in Entrepreneurship that generates lasting and wide-ranging value.
- Generate Innovative business ideas to address particular challenges in the region

Content:

1. Entrepreneurship scenarios , exploring current trends to identify sustainability challenges facing the region, and explore the implications of these for specific sectors
2. Creative Entrepreneurship overview, including case studies of progressive businesses
3. A prototype Innovative Entrepreneurship model in response to the challenges, in order to maximize the wellbeing of society and the resilience of the business/sector

Module 2: Promoting Entrepreneurship: Ecosystem and Support to Business Start ups

Objectives:

- Identify sectors for innovation in the region
- Good practices and policies in promoting innovation entrepreneurship and startups
- Support system for new entrepreneurs. Women Entrepreneurs in changing world
- Systemic analysis of Business ideas, Technology ,Incubation for Entrepreneurship

Content:

1. Market readiness for innovation and technology
2. Apply system analysis to potential markets to identify opportunities in Innovative, Smart, Progressive and profit-oriented Entrepreneurship
3. Develop system maps for the sector specific markets ,IPR and identify key stakeholders

Module 3: Development of Creative Model: Ideas to Business

Objectives:

- Develop Innovative Entrepreneurship model within the priority areas of identified opportunities.

Content:

1. Plans Innovative Entrepreneurship model canvas: technology, tools, design approach, case studies
2. Strategy , applications ,technology transfer beginning with user & community engagement

Module 4: Stimulating Innovative Entrepreneurship

Objectives:

- Public Private Partnership (PPP) in creation of Innovation
- Application of organizational transformation and leadership
- Test these plans through peer-to-peer pitching
- Develop capacity through good practices business plans

Content:

1. Feasibility study, cost analysis and Business plan and critique
2. Peer-to-peer pitching session, access to finance and options available for launching the venture.

Module 5: Innovative Marketing and Creativity

Objectives:

- Marketing strategy and unique Brand development, in response to user engagement

Content:

1. Workshop to explore Marketing strategy and authenticity in a brand
2. Coaching sessions to develop an authentic, Innovation in Marketing along with the brand.
3. Creative communications for effective marketing.

Module 6: Innovative Entrepreneurship: Attitudes, Competencies and Skills and Regulatory Framework

Objectives:

- Explore and begin to develop the skills, attitudes and organizational culture that can support Innovative entrepreneurship
- Facilitate regulatory framework for Innovation in Entrepreneurship

Content:

1. Skills for the future: reflection, experimentation, curiosity, agility and presence
2. Elements of an innovation-friendly corporate culture, e.g. diversity, psychological safety, play
3. Prototyping working spaces and cultures that enable risk-taking and innovation
4. Regulatory framework and Innovation policies

Practical Assignment

The program will be conducted through a combination of learning methods –lectures, group activities, role plays, field visits, case studies and problem exercise.

At the end of the modules, the participants would have to design sound projects that promotes ‘Innovative Entrepreneurship’ with the help of good practices acquired from the training course.

Furthermore, in the last session of the training course, the session is designed in a way that participants would be assigned to develop individual or national action plan using the knowledge attained in the class which could be feasible to implement within their scope of work.

Structured Learning Visits

The Structured Learning Visits (SLVs) will be arranged to visit two-three projects/organizations in Thailand including Office of Small and Medium Enterprises Promotion (OSMEP) and Ministry of Commerce, etc. The purpose of the SLVs is learning the practices in promoting Trade and Industry as well as SMEs development. Additionally, this training will bring the entrepreneurs to the projects of private organizations to showcase the management system in the process of decision making and developing the business.

Advanced Assignment

The participants would be given the assignment to present their country situation on Entrepreneurship Development. The country group needs to prepare 20 minutes presentation.

4. Faculty

Israeli business coach and experts from MASHAV with extensive experiences in business development programs

5. Participants

Twenty four participants from Cambodia, China, Laos, Myanmar, Vietnam and Thailand.

6. Schedule

DAY 1	
8:30 - 10:00	OPENING OF THE WORKSHOP Getting Acquainted - Participants and Instructors
10:00 - 11:00	Introduction to The MEKONG Institute and partner organization
11:00 - 11:15	Recess
11:15 - 11:30	Introduction to MASHAV and The Golda Meir MASHAV Carmel International Training Center (MCTC)
11:30 - 12:15	Introduction: Innovation and Entrepreneurship
12:15 - 13:00	Lunch
13:00 - 15:00	Business Laboratories Simulation of Microenterprises
15:00 - 15:15	Recess
15:30 - 17:30	Introduction to Creative Entrepreneurship: Business idea: Working in groups
DAY 2	
8:30 - 9:00	Synthesize and reflect
9:00 - 9:30	Group activity
9:30 - 10:00	Six Hats
10:00 - 11:00	Working in groups
11:00 - 11:15	Recess
11:15 - 12:00	Group presentations of assigned tasks
12:00 - 13:00	Lunch
13:00 - 14:00	Innovator vs Entrepreneur
14:00 - 14:45	Sustainability
14:45 - 15:00	Recess
15:00 - 15:30	Entrepreneurship Ecosystem: Support to startups
15:30 - 17:00	Working in groups for identified business ideas:project
17:00 - 17:30	BOD Meeting (daily feedback)

DAY 3	
8:30 - 9:00	Synthesize and reflect
9:00 - 10:00	Group presentations of assigned tasks
10:00 - 11:00	Good practices: Support systems for new entrepreneurs in Israel
11:00 - 11:15	Recess
11:15 - 12:00	Innovation Tips: Ideas ,Technology ,Incubation and market readiness
12:00 - 13:00	Lunch
13:00 - 15:00	Business Modeling-Canvas
15:00 - 15:15	Recess
15:15 - 17:00	Participants share best practices in the participating Countries
17:00 - 17:30	BOD Meeting (daily feedback)
DAY 4	
Morning	Educational Trip Meeting with Khon Kaen business incubator and Industry Promotion Center (TBC)
Afternoon	Working in teams for the final project
17:00 - 17:30	BOD Meeting (daily feedback)
DAY 5	
8:30 - 9:00	Synthesize and reflect
9:00 - 9:10	Group feedback
9:10 - 10:00	Group presentations of assigned tasks
10:00 - 11:00	Technology Incubators / Accelerators
11:00 - 11:15	Recess
11:15 - 12:00	Selling your idea The Elevator Pitch
12:00 - 13:00	Lunch

13:00 - 14:00	Workshop: Open Space
14:00 - 15:00	Stimulating Innovative Entrepreneurship :PPP approach
15:00 - 15:15	Recess
15:15 - 17:00	Application of Organizational transformation and leadership
17:00 - 17:30	BOD Meeting (daily feedback)
Saturday /Sunday	Working in groups on the final project
DAY 8	
8:30 - 9:00	Synthesize and reflect
9:00 - 10:00	Group presentations of assigned tasks
10:00 - 11:00	Case Studies: Marketing strategy
11:00 - 11:15	Recess
11:15 - 12:00	Entrepreneurial attitude ,competencies and skills
12:00 - 13:00	Lunch
13:00 - 15:00	Creative Thinking
15:00 - 15:15	Recess
15:15 - 17:00	Working in teams for the final project
17:00 - 17:30	BOD Meeting (daily feedback)
DAY 9 -10	
Morning	Educational Trip Meeting with local business leaders and SME entrepreneurs "role models" (TBC)
Afternoon	Working in teams for the final project
17:00 - 17:30	BOD Meeting (daily feedback)

DAY 11	
8:30 - 9:00	Synthesize and reflect
9:00 - 10:00	Group presentations of assigned tasks
10:00 - 10:30	Regulatory framework for Innovation in entrepreneurship
10:30 - 11:00	Innovation policy and National Innovation System
11:00 - 11:15	Recess
11:15 - 12:00	The use of Media: Creative communication
12:00 - 13:00	Lunch
13:00 - 14:00	Wrap - up session : Evaluation by Participants
14:00 - 15:00	Case study: Effective marketing
15:00 - 15:15	Recess
15:00 - 17:00	Working in teams for the final project (continued)
17:00 - 17:30	BOD Meeting (daily feedback)
DAY 12	
9:00 - 10:00	Presentations of final projects in the presence of panel : mentors, investors and officials
10:00 - 10:15	Recess
10:15 - 12:00	Closing Ceremony
12:00 - 13:00	Festive Lunch

NOTE: This Program is subject to change in accordance with the specific and characteristics of the participants