

Advanced Management Program Global Entrepreneurship

*Enabling you to further develop your
(international) business through improved
Global Business Skills*

*Noordwijk aan Zee
6-8 oktober 2021*



**Action Learning
Business Focused
Post Graduate Level**



**INTERNATIONAL
BUSINESS DEVELOPMENT
ACADEMY.**

The World Needs Executives with Global Entrepreneurship Skills

The Advanced Management Program Global Entrepreneurship is designed for (future) international operating entrepreneurs, professionals and managers who would like to master the various aspects of international business in a compact way.

The program aligns the needs of the current era of globalisation, intensified competition and the transition from an industry economy to a network economy. The transition from an industrial economy into an entrepreneurial economy demands for innovative business formulas and revenues models for ongoing innovation, international entrepreneurship and co-creation.

Internationalisation of your business is not only about travelling around the world and making quick business deals; **It is about making long term deals based on adapted value propositions.**

The challenge is to be able to move with your clients and partners.

- You will be trained to think 'out of the box', to analyse opportunities and to obtain capabilities to materialise these opportunities.
- You will obtain skills needed for international entrepreneurship.
- You will learn to analyse the different aspects of cross border business operations in an integrated way.
- You will learn about cross cultural aspects of doing business with foreign clients/partners.
- You will learn about entrepreneurial attitudes and to think and act in accordance with new business models, new revenue generation formulas, innovations in partnership with other (foreign) companies and risk analysis.
- You will learn about how to operate as connector and networker.

International Business Development Academy

IBDA is a global knowledge institute focused on development, professionalisation and enhancement of international business development and entrepreneurship.

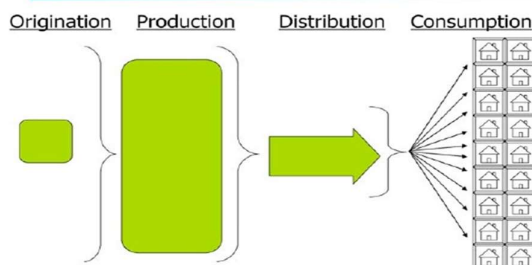
IBDA does this by offering an integrated portfolio of learning, membership, business networking, research and valorisation programs.

Learning programs at IBDA are compact, competency-based and designed to improve the entrepreneurial skills of professionals and managers.

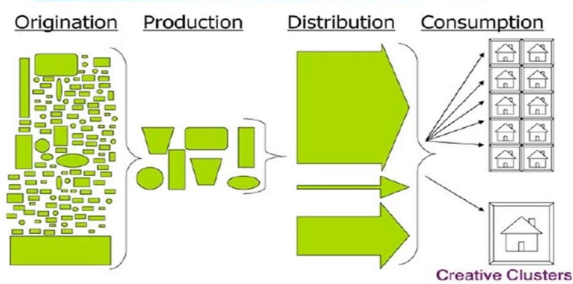
Our moderators are academics with teaching skills, extensive international experience in business and management of international operations. They are competent in connecting theories to the practice of international business operations, have large international network and can appeal on their many international references.

So far more than 200 executives from more than 20 different countries have successfully attended our programs and enhanced their performance as global operating executive.

Industrial Economy Structure



Creative Industry Structure



Embedded in the Local Economic Structure

The Advanced Management Program Global Entrepreneurship is delivered at various locations around the world and will be adapted to the local economic situation in the countries of the participants to maximise its impact for the participants.

Almost all countries in the world have ambitions to diversify their current economy and make it less dependent from natural resources. To materialise these ambitions countries need managers and leaders with competences and knowledge to internationalise the local economy. Internationalisation is not about low cost, it's about value proposition, right strategies, human capital driven and sustainability.



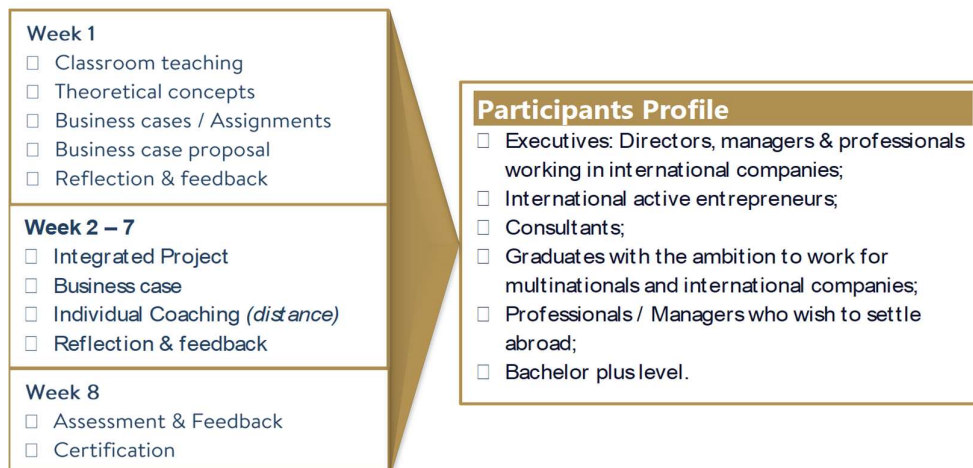
Real life cases, innovation formulas and business models are used to illustrate concepts for internationalisation.

International Business Development Academy (IBDA) is rooted in the Netherlands, one of the most international and innovative economies in the world, offering the best reference for knowledge, competences and international network for internationalisation.

Program Structure

The Advanced Management Program Global Entrepreneurship is an 8-weeks program:

- 3 days classroom teaching for theoretical concepts and assignments.
- 7 weeks individual assignment (business case), with individual coaching and feedback.



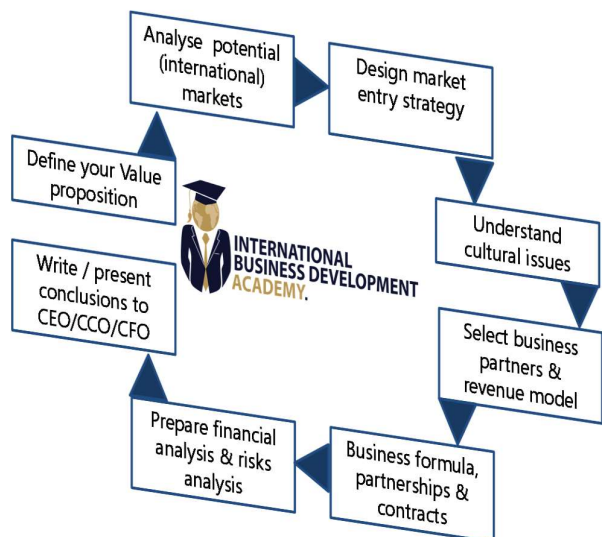
3-days program (theoretical part)

Date	Modules
Day 1: 13:00 – 20.00 Prof. Dr. Dewanand Mahadew	<ul style="list-style-type: none"> ▪ <i>Introduction</i> ▪ <i>Masterclass:</i> Global Trends in International Business ▪ <i>Lecture:</i> Internationalisation Concepts & Strategies ▪ <i>Lecture:</i> Value Proposition as Strategic Vehicle ▪ <i>Assignment:</i> Design & define the value proposition of your company ▪ <i>Dinner</i>
Day 2: 10:00 – 18.00 Rob van Nes MBA	<ul style="list-style-type: none"> ▪ <i>Lecture:</i> International Market Entry Strategies ▪ <i>Assignment:</i> City analysis using the Market Entry Model ▪ <i>Lecture:</i> International Business Strategies (2) ▪ <i>Assignment:</i> Walt Disney business case ▪ <i>Masterclass:</i> Operating in multicultural business environments
Day 3: 09.00 – 17.00 Prof. Dr. Dewanand Mahadew	<ul style="list-style-type: none"> ▪ <i>Lecture:</i> Lecture: Entrepreneurial Economy Business Models ▪ <i>Assignment:</i> Design & define your (company's) business model ▪ <i>Lecture:</i> International Business Contracting ▪ <i>Lecture:</i> Managerial Finance in International Operations ▪ <i>Assignment:</i> Introduction to Action Learning Project



Program schedule week 2 - 8

Week	Activities by Participants	Lecturers through email, skype & phone
1	<input type="checkbox"/> Preliminary integrated project proposal	↔ <input type="checkbox"/> Review draft proposal and provide directions
2	<input type="checkbox"/> Prepare project proposal <input type="checkbox"/> Prepare project planning incl. data generation methods (research methods, literature)	↔ <input type="checkbox"/> Review proposal & feedback <input type="checkbox"/> Review project planning & guidance
3	<input type="checkbox"/> Research & data generation <input type="checkbox"/> Portfolio positioning (product/ service) <input type="checkbox"/> Foreign Marketplace Analysis: country analysis / product market combinations	↔ <input type="checkbox"/> Review, feedback & guidance
4	<input type="checkbox"/> Market Entry Strategies & Positioning <input type="checkbox"/> Financial Analysis	↔ <input type="checkbox"/> Review, feedback & guidance
5	<input type="checkbox"/> Analysis of results <input type="checkbox"/> Risk Management analysis	↔ <input type="checkbox"/> Review, feedback & guidance
6	<input type="checkbox"/> Writing of report	↔ <input type="checkbox"/> Review, feedback & guidance
7	<input type="checkbox"/> Formulate conclusions & recommendations <input type="checkbox"/> Review document & optimise where required <input type="checkbox"/> Write critical self-reflection chapter <input type="checkbox"/> Submission of final document	↔ <input type="checkbox"/> Review, feedback & guidance
8	<input type="checkbox"/> Provide clarifications where necessary <input type="checkbox"/> Process modifications (if requested by lecturer)	↔ <input type="checkbox"/> Assessment, Feedback & modifications if needed <input type="checkbox"/> Grading / Certification



Program Competencies

- Increased knowledge and understanding of internationalisation strategies.
- Able to perform risk analysis.
- Able to analyse value chains and prepare value proposition concepts.
- Able to analyse business models of international operations and apply SWOT analyses effectively on business formulas.
- Able to prepare risks / cost drivers analysis and translate these into cash flow scenarios.
- Able to design and develop international business development concepts with integrated revenue generation models.
- Able to apply and analyse international commercial agreements.
- Able to apply/integrate the abovementioned competences on a real-life company situation and present/justify solutions and conclusions.
- Able to apply critical reflection on the own way of working.

Structure & Didactics

The program is designed and delivered at EQF 7 level (EU Qualifications Framework, master level) and is based on the five Dublin descriptors (EU criteria for Higher Education).

The program is coherent and contextualised in the professional field of international business development and entrepreneurship. ***The complexity of the job of the International operating Business Development Manager is leading.***

Participants will receive a digital syllabus, in advance, to prepare themselves for the modules. The teaching/learning takes place on the basis of the ***Action Learning Model.***

This education concept requires an active and interactive participation of participants. In a logical sequence a number of topics will be discussed on the basis of theory, business cases, assignment and practical examples. This method enables participants to develop a sound understanding of the underlying theories and to share experiences.

The project is a final capstone module based on a real-life question of the participant's company. The configuration is such that it allows for application and integration of the learned matters, communicating them and self-reflection. The project will be assessed and provided with feedback.

Certification

Upon successful completion of this program participants will receive a certificate from International Business Development Academy, representing 6 CP/10 EC on Executive MBA level.

Participation Fee

The fee for participation in this intensive program is € 1.850, 21% btw not included. The price includes the required course material (digital), lunches and one dinner. Accommodation and flights not included.

Participation is limited to 10 students only. First come first serve!

Register today via info@ibda.eu

All Covid19 prevention regulations will be observed. If due to corona limitations the program must be cancelled, participation fees paid will be refunded.

Information & Contact

International Business Development Academy

Koningin Astrid Boulevard 23
(Building De Baak Seaside),
Noordwijk, The Netherlands
Contact: Mr. Rob van Nes MBA CIBDE
Tel.: 00 31 6 538 455 63
Mail: rvn@ibda.eu
www.ibda.eu



Core Faculty Members

Prof. Dr. Dewanand Mahadew RM CIBDE
Strategist, Innovator, Management Consultant

Dewanand Mahadew is a global executive, versatile networker with business experience on six continents and more than 60 countries across industries.

He has worked during more than 20 years in technology, project development and international contracting engineering. He is the inventor of five patents in the area of chemical engineering and has master degrees in process engineering, industrial management and business management and DBA degree in internationalisation strategies.

He is the CEO of NewEconomyStrategies, CEO & Dean of International Business Development Academy and Professor in international business & strategic management at UBIS University in Geneva.

For more than seven years he was the Dean of a business school where he successfully introduced the concept of entrepreneurship and innovation in education. His philosophy is to educate graduates who are able to create jobs rather than looking for jobs. His entrepreneurship model has been adapted by others in education and business.

He is a visiting professor at different universities around the world.



Rob van Nes MBA CIBDE
Market Entry Strategist, Management Consultant

Rob van Nes is an international oriented strategist specialised in market entry strategies, route-to-market-strategies and value proposition (re)design.

He has experience as Marketing Director for a worldwide leading British multinational and

Managing Director of a global operating Dutch Product Developer. Rob is involved in developing market entries for various business operations, advises Dutch and foreign multinationals in their international development strategy and performs as interim MD at foreign branches of Dutch multinationals.

He is the founding partner of several international operating business concepts and has an extensive global network.

Rob examines MBA students graduating with an international oriented thesis and is author of the books Market Entry Strategy, Kunst & vliegwerk, doing business in India, doing business in Spain and The wheel of value. He has the Q-plus status of Business School Nederland International / The International Management Centres Association due to outstanding contribution to the development of the Action Learning concept for management education.

