Seminar & Workshop: Entrepreneurial thinking and behaviour in turbulent times

Summary

- ✓ Course dates: October 17 – 19, 2024
- ✓ Course duration: 3 days
- ✓ Language: German
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturer: Sigrid Peuker
- ✓ Price: 1295 €

Course overview

Uncertainty and unpredictability are among the greatest challenges of our time. Climate change, digitialization, innovations through AI and a changing demographic landscape are just some of the issues we face. These challenges require constant adaptation and innovation, in products, services and/or business models. In order to remain or become capable of meeting these challenges, classic management approaches can be leveraged and enhanced by looking at alternative thinking and decision-making processes. This course reviews 5 principles of effectuation, a way of thinking and decision-making that is based on the idea that entrepreneurs create their future by taking action and making things happen. It provides a complementary approach designed to arm participants with the tools they need for working successfully and entrepreneurially in turbulent times.

Course content

- ✓ Basics of the alternative entrepreneurship and intrapreneurship approach of effectuation (a way of thinking and decision-making that is based on the idea that entrepreneurs create their future by taking action and making things happen)
- ✓ Analysis and reflection of the relevance of one's own entrepreneurial attitude
- ✓ Tools from the effectuation approach for the next step, enabling decisions despite uncertainty
- ✓ Different forms of interaction with different partners and stakeholders

Dates

October 17 - 19, 2024 (on-site in Berlin).

Booking and contact

Register here: https://www.academy-tu.berlin/en/courses/short-courses

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: info@academy-tu.berlin. We hope to see you in Berlin - or online - very soon!