

Mini-MBA Global Entrepreneurship

*2-daags Management Programma voor
internationaal succesvolle ondernemers en managers
(of zij die dat voornemens zijn te worden)*

Noordwijk aan Zee
17-18 november 2021

Action Learning
Business Focused
Post Graduate Level



The World Needs Executives with Global Entrepreneurship Skills

The Mini-MBA 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, 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.

Topics covered

Wednesday 17 November (09:30 – 22:00)

Thursday 18 November (09:00 – 17:00)

- ✓ Global trends in international business
- ✓ Internationalisation; Concepts & Strategies
- ✓ Value Proposition as a strategical vehicle
- ✓ International Market Entry Strategies
- ✓ International Business Strategies
- ✓ International Business Contracting
- ✓ Entrepreneurial Economy Business Models
- ✓ International Business Cultures & Ethics

All lectures will be in the Dutch language, all sheets showed and materials provided are in English



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.***

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.

Participation Fee

The fee for participation in this intensive program is € 750, 21% btw not included. The price includes the course material (digital), lunches, one dinner and networking drinks. Accommodation for any overnight stay (if needed) is 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

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Your hosts

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 inventor holding 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.

Mahadew is the CEO of NewEconomyStrategies, CEO & Dean of International Business Development Academy and visiting professor at different universities around the world.

For more than seven years Dewanand Mahadew 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.



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.

