



# Corporate Entrepreneurship for Competitive Advantage

A non-credit professional program

Unleash innovation and gain competitive edge. All companies will eventually become Tech companies. However, the companies that best navigate the intersection of business and technology are poised to maximize success. Participants will learn current trends in Corporate Entrepreneurship that leverage technology to increase the firm's capacity to innovate such that they can more quickly respond to the market to capture value.

#### Dates:

June 11th (9AM - 4PM)

June 12th (9AM - 4PM)

June 13th (9AM - 12PM)

#### Who benefits from this program?

Leaders responsible for strategy, growth, or innovation from all industries and functions that seek to increase organization capability to capture new areas of growth.

#### What will you gain?

- Understand the role of Corporate Entrepreneurship in driving innovation related growth
- Learn how Platforms and Ecosystems work to drive value
- Assess your organizations readiness or capacity for Digital Transformation
- Craft an initial set of solutions and opportunities for your organization to act upon



**BENTLEY UNIVERSITY**

Executive Education

## Program Overview

### Session 1

#### The Corporate Entrepreneurship Imperative

- Corporate Entrepreneurship vs Intrapreneurship
- Digital Strategy: Places to Play, Transformation to Get There
- Case Study: Cloud Computing

### Session 2

#### Platforms and Ecosystems

- The Platform: The Vehicle Used for Purpose
- The Ecosystem: Complementary Firms and Actors Creating Unique Value
- The Platform Strategy: Maximizing the Value of the Ecosystem
- A Catalyst for Growth: Emerging Markets and Developing Country Platforms

### Session 3

#### Digital Transformation

- Becoming a Digitally Native Enterprise
- Your Organization and Digital Transformation
- Culture Eats Technology for Lunch

### Session 4 and 5

#### Opportunity Identification and Design Thinking

- Identifying the Relevant Opportunities for Your Enterprise
- Design Thinking for Innovative Solutions
- Workshop: Solutions & Opportunities for Your Organization



### Corporate Entrepreneurship for Competitive Advantage Faculty Leader

Dr. Sandeep Puro is a Trustee Professor in the IPM (Information and Process Management) group at Bentley University. His research and teaching deal with the design of complex techno-organizational systems. He is also leading Bentley's Strategic Entrepreneurship and Innovation Initiative. Prior to Bentley, he was on the faculty at the College of Information Sciences and Technology at Penn State, and the Computer Information Systems Department at Georgia State. He holds a Ph.D. in Management Science (with a focus on Management Information Systems) from the University of Wisconsin-Milwaukee. He has an MBA from Northern Illinois University, where he worked in the Department of Accountancy. He has been a practicing Chartered Accountant (comparable to CPA) in India; and has Bachelor's degrees in Commerce and Law from the University of Mumbai, India.

Sandeep has worked with a number of industry segments including finance, manufacturing and government agencies. His work has dealt with designing innovative solutions for organizational problems as well as developing deeper understanding of complex problems dealing with knowledge management, human resources and technology infrastructures.