

VentureLab Twente

Training programme 2010

Finance	Marketing & Sales	Strategy	Technology	Organization	Personal & Team skills
F101 - Management Accounting	MS101 - Strategic Marketing as a holistic approach	S101 - Strategy Context: the External Environment	T101 - Technology Innovation Environment	O101 - Being a manager and an entrepreneur: conflicting roles?	PTS101 - Kick-off day 1: Self-assessment for personal development
F102 - Financial Accounting	MS102 - Strategic Marketing: Segmentation, Targeting and Positioning	S102 - International Business	T102 - Technology Strategy	O102 - Planning and Control	PTS102 - Kick-off day 2: building an Entrepreneurial Team
F103 - Corporate Finance	MS201 - Market Analysis: Customer Needs	S201 - Strategy Process: Planning vs Emergence	T201 - Technology Analysis	O103 - Organizational Structure and Growth	PTS201 - Communication Skills
F104 - Fiscal Legislation and Accounting Administration	MS202 - Market Analysis: Value Assessment	S202 - Strategic Thinking	T202 - Technology Assessment	O104 - Corporate Culture and images of organizations	PTS202 - Presentation Skills for Entrepreneurs
F200 - Sources of Finance	MS301 - Transactional Marketing: basic	S203 - Strategic Change and Exit Strategies	T301 - Customer Integration	O201 - Operations Strategy and Competitive Advantage	PTS203 - Networking Skills
F201 - Bootstrapping and 3F's	MS302 - Transactional Marketing: advanced	S301 - Strategy Content: the Business Model	T302 - Product/Service Planning	O202 - Introduction to Operations Management	PTS300 - Leadership
F202 - Dealing with the bank	MS400 - E-Commerce: the new media as marketing tools	S302 - Mission and Strategic Intent	T401 - IP Protection	O203 - Operations Management Case Study	PTS301 - Convincing an influencing others
F203 - Venture Capital & Business Angels	MS501 - Identifying prospective customers	S303 - Competitive Advantage and Performance	T402 - Knowledge Management	O301 - New Product Development: from Idea to Design	PTS302 - Negotiating Skills
F301 - Private Equity	MS502 - Account Management and Customer Relations Management	S304 - Legal aspects of starting your company	T501 - Knowledge-based Collaboration	O302 - New Product Development: from Design to Production	PTS303 - Conflict Management
F302 - Business Valuation	MS503 - Commercial Management: integrating Sales in your Business Plan	S305 - Networks and Cooperation	T502 - Technology Transfer	O401 - The founder's role in Human Resource Management in SMEs	PTS401 - Personal Efficiency
			T601 - Technology Commercialization	O402 - Recruitment and Selection	
			T602 - Technology Exploitation	O403 - Labour Legislation in SMEs	
			T701 - Process Evaluation		
			T702 - Continuous Improvement		

