

|                | NEW VENTURE TRACK   | SOCIAL TRACK   | CORPORATE TRACK  |
|----------------|---|--|--|
| FOCUS          | How to start and run a new, independent company   | How to start and/or manage a socially-oriented company   | How to entrepreneurially manage and grow an existing company   |
| SKILLS LEARNED | <ul style="list-style-type: none"> <li>• Opportunity recognition and creative idea generation skills</li> <li>• Feasibility analysis of an opportunity to support a new business</li> <li>• Transforming a business idea into a sustainable business model</li> <li>• Understanding of resource and legal needs of a new venture</li> </ul> | <ul style="list-style-type: none"> <li>• Appreciating challenges of social entrepreneurship</li> <li>• Opportunity recognition related to creating new value in social purpose organizations</li> <li>• Evaluating differing social needs and developing sustainable enterprises to match these needs</li> </ul> | <ul style="list-style-type: none"> <li>• Recognition of importance of corporate entrepreneurship (CE) for firm performance</li> <li>• How to organize and structure companies to promote CE and growth</li> <li>• Identify creative ways to overcome organizational obstacles to CE</li> <li>• Management of people in innovation (HRM, training, compensation, leadership, motivation, etc.)</li> </ul> |
| CAREER GOAL    | <ul style="list-style-type: none"> <li>• Founder or part of a team running a start-up company</li> <li>• Multi-skilled employee in small or medium-sized enterprise</li> <li>• Franchisee of existing firm</li> <li>• Creative thinker in established company</li> </ul>  | <ul style="list-style-type: none"> <li>• Founder or part of a team running a socially-oriented venture</li> <li>• Employee in a non-profit or socially-oriented firm</li> <li>• Manager of an economic and/or community development program/ organization</li> </ul>   | <ul style="list-style-type: none"> <li>• Multi-skilled employee of an established creative &amp; innovative firm</li> <li>• Executive in an innovative and/or family firm</li> <li>• Management consultant</li> <li>• Manager of a corporate venture</li> </ul>  |