



## Executive Education New Venture Creation

### Dates

Dubai: 18<sup>th</sup> – 21<sup>st</sup> April 2019

London: 21<sup>st</sup> – 24<sup>th</sup> May 2019

### Locations:

Dubai: Cass Business School, Dubai International Financial Centre (DIFC)

London: Cass Business School, 200 Aldersgate, London EC1A 4HD

### Fees

Dubai: £3,000 (+ UAE VAT)  
Includes all meals, refreshments and programme materials

London: £3,000 (No VAT is charged)  
Includes all meals, refreshments and programme materials

# New Venture Creation programme

## London and Dubai 2019

### Programme overview

Whether you have serious ambition to start your own business or want to be more entrepreneurial within your organisation, the New Venture Creation course offers you the perfect opportunity to develop and refine your business creation strategy.

This highly experiential programme, delivered over four days, will equip you with the skills necessary to start a scalable business, through a variety of lectures, guest speakers' presentations, group discussions and peer-to-peer learning. In the majority of sessions, you will analyse concepts from business cases and explore the many dimensions of new venture creation and growth, including conceptualising, developing, managing and exiting successful new ventures.

### Benefits

On completion of the programme participants will be able to:

- Evaluate the viability of a high potential new venture
- Produce and deliver a pitch deck and business plan for a new venture
- Analyse a new or growing venture from the perspective of an investor, a family business successor, or an owner-manager
- Understand venture capital finance, business angels and crowdfunding
- Evaluate the mechanisms through which firms can protect their intellectual property and develop business planning skills.

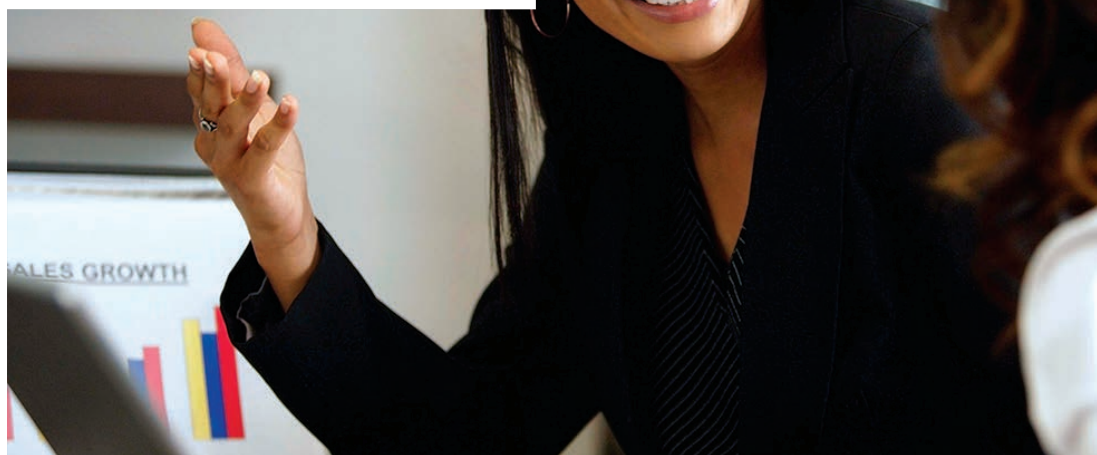
### Who is it for?

This course is right for you, if you have the following:

- A desire to launch your own business or be more entrepreneurial in your current work
- A UK upper second-class degree or above, or the equivalent from an overseas institution
- At least three years' experience working in a corporate or start up environment.

**“I found the course incredibly applicable and relevant. Every evening I went home full of new ideas. There were also aspects of corporate entrepreneurship, which I think were interesting when I consider my daytime job!”**

Catherine Darlington,  
Senior Transition Manager at  
Legal and General,  
New Venture Creation 2017



Apply now  
[cass.city.ac.uk/new-venture-creation](https://cass.city.ac.uk/new-venture-creation)

## Biographies:

### Professor Costas Andriopoulos



Professor of Innovation and Entrepreneurship and Associate Dean for Entrepreneurship at Cass Business

School, City, University of London, Constantine (Costas) Andriopoulos holds a BSc in Business Administration, an MSc in Human Resource Management and a PhD in Marketing/Strategy. He also holds visiting posts in France (Grenoble Ecole de Management), India (Indian Institute of Management, Ahmedabad), the UK (Saïd Business School, University of Oxford) and

Greece (IHU). Prior to Cass, Costas held academic appointments at University of Strathclyde Business School, University of Aberdeen Business School, Brunel Business School and Cardiff Business School. Costas regularly delivers management development and training courses for business executives on the themes of innovation management, entrepreneurial thinking and strategic management in various countries, including the UK, France, Greece and in the Middle East. He has published widely in these fields and his articles have appeared in several renowned journals. A member of the investment committee of the Cass Entrepreneurship Fund, Costas is also an angel investor.

 @candriopoulos

### Aurore Hochard



Originally from France, Aurore Hochard read law at the City Law School (City, University of London) to change her career

after teaching French for a few years in the US and then in the UK. Aurore first had the idea for her tech startup, Taskhub, while involved with various volunteering and community activities. With no technical background, Aurore built a team for Taskhub in London and was then selected out of over 1,000 applicants for funding by Wayra, a tech startup incubator. She then went on to raise funding from a Venture Capital fund as well as signing a distribution partnership with a multinational

telecommunications provider. A City alumna, Aurore came back to the education sector only this time to share her passion for entrepreneurship and to work alongside the school's faculty, staff and students, who are interested in creating and / or supporting the creation of new ventures whilst at Cass. As well as supporting students contemplating an entrepreneurial venture, Aurore enjoys working with small and large businesses through the creation of entrepreneurship programmes and events, including startup weekends and hackathons.

 @aurorehochard



#### Find out more:

Aurore Hochard  
Head of Entrepreneurship  
Programmes  
Cass Business School  
106 Bunhill Row  
London EC1Y 8TZ  
T: +44 (0)20 7040 3553  
E: Aurore.Hochard@city.ac.uk  
Tw: @aurorehochard