



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Business Management

Objectives

- When we talk about creativity, we are talking about a market side in the society based on its connection to art in the past and to the genius of another time, and it is linked to an aspect that is unclear and vague to people. But creativity is part of the success and work of every human being and a daily endeavor for everyone who thinks of success and development is a new aspect of our culture.
- In this workshop and workshop, we will discuss the important concept of how to create an innovative and creative environment in institutions and organizations. This is crucial to the success of the institutions in terms of the ability of their cadres to absorb the internal and external environment and their ability to reach strategic or general solutions. This will require an open and dialogue environment, and the ability to motivate cadres after selecting them appropriately and developing them with experience and continuing education on the other hand, and create an incentive for success and self-realization in these cadres and stimulate creative energies through the Practical training and instilling self-confidence in the elements of work and development with the continuous movement of knowledge and experience.

Who Should Attend?

- Team leaders and supervisors
- Directors and Heads of Departments
- Executives
- Employees of the administrative sector
- Secretary and office supervisors
- Team leaders and professionals

Seminar Outline

DAY 1

- Philosophy of Planning, Innovation and Creativity
- Psychology of innovation and creativity
- Creative thinking
- How to create an innovative creative mindset
- Innovation, creativity and self-realization
- Innovative and creative culture in organizations
- Innovative and creative system in organizations
- The relationship between innovation, creativity and personality



- Meaning and definition of personality
- Making the creative and creative environment

DAY 2

- Innovation and creativity in contemporary marketing language
- Importance of commodity innovations for marketing
- Organization of commodity innovations
- Innovative Marketing
- Marketing information as a key to innovation
- Marketing Considerations for Innovation
- Growth strategies in new markets
- Diversification
- Strategic Associations

DAY 3

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- Factors that generate the need for innovation
- Quality (quality) work life
- Recent developments in the Japanese administration
- Business School Problems in the US Administration
- Characteristics and characteristics of distinguished organizations
- Key points in human resources concepts

DAY 4

- Innovation Management System in Research Centers
- Innovative environment
- Compilation of inventions
- Strategic exploitation of innovations
- Cooperation between industry and university as an industrial strategy
- Assistance to innovations
- Protection of innovations

DAY 5

- Definition of creative thinking
- Generating ideas
- Brainstorming
- Advanced techniques of creative thinking



- Practical steps for creative thinking
- Rules that help in the process of thinking
- Creative thinking methods
- Development of creative thinking
- Creative thinking and vertical thinking



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