

August 7-8

Industrial (Product) Design & Positioning in Competitive Environment

JFEMA & DESIGN JORDAN

COURSE OVERVIEW

This course addresses how a corporation can achieve a strategic advantage. Participants will examine such issues as the goals of a corporation, how to analyze the industry and competitive environment in which the corporation competes, how to build a competitive advantage and develop a corporate strategy, and how to implement this strategy. In doing this, the course integrates the insights from accounting, finance, general management, marketing, entrepreneurship, industrial design and innovation.

In addressing these questions, the course involves the application of strategic tools with real world examples. The real world examples and applications of the tools will come from cases and from material brought in by participants and the lecturer. Because of the relatively small class size, the course will be conducted in an open discussion, workshop-style format.

Samer Asfour Business Innovation Leader

Professional Experience:

- 12 years of progressively responsible experience in strategy, innovation, monetary & fiscal policy, investment and finance.
- Currently working as the CEO of Design Jordan.
- Eisenhower Fellowship, 2005.
- Key note speaker at leadership seminars. USA, 2005.
- Industry Expert award - Daniels College of Business, Denver-Colorado, Nov. 2005.

Education:

- Harvard University, Center for Management Research - leadership for senior executives, "Moving into a new leadership role", Massachusetts, Dec. 2005.
- University of Denver, Colorado - Daniels College of Business MBA Honors, specializing in strategy, real estate finance.
- University of Reading, England. Masters of Science in international securities, investment and banking, with merit.

SPEAKERS: Tony Wills International Product designer

Professional Experience:

- Design consultant with 25 years experience of working with SMEs.
- 'Hands on' knowledge of manufacturing.
- Graduate of the Royal College of Art.
- Fellow of the Royal Society of Art.
- Co-author of 'How to get the best from product designers'.
- Partner in Wills Watson+Associates.
- Lectures and exhibitions in several countries.

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Day One:

9:00 AM till 4:00 PM

Samer I. Asfour, MBA, MSc, EF

- The Questions Every Entrepreneur must answer.
- Market Feasibility Study: how to do one?
- What does a right business plan need?
- Information on investors: Founders, Angel investors, Venture Capitalists
- Industry Analysis : Porter's Five Forces Model
- What is Strategy?
- Value Innovation Curve
- Cash Management Practices
- How much money does a New Venture need?
- How fast you're Company can grow?
- Balanced Scorecard
- Blue Ocean Strategy

Day Two:

9:00 AM till 2:00 PM

Mr. Tony Wills, MDesRCA in furniture / U.K.

- Industrial design and the Wills Watson experience in the International Market. Design case studies: How things were made and why?
- Introduction to D-Form Geometry invented by Tony Wills: How these forms have been used in designs to obtain interesting visual and functional effects.
- "Getting the best from product designers" Useful information when working with product designers.

3:00 PM till 4:30 PM

Samer I. Asfour, MBA, MSc, EF

- A Harvard Business School Case Study

Details

Time & Location:

Sheraton Amman - Monday, Aug. 7. 2006, Tuesday, Aug. 8 . 2006

Lunch will be provided with two coffee breaks

Course Fees:

JFEMA Members:

One day 100 JOD / Two days JOD 160

Non Members:

One day 160 JOD / Two days JOD 280

Students:

One day 75 JOD / Two days 120 JOD

Registration

To register, please call Ms Haneen @ JFEMA Tel: 5688363

by Thursday, August 3rd, 2006

or e-mail at: info@jfema.org or info@designjordan.com

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DESIGN JORDAN

