



MR. DADAN IRAWAN

Chairman/CEO of 4848 Group of Companies

EXECUTIVE LECTURE SERIES COLLEGE OF BUSINESS

LECTURE TITLE:

Entrepreneurial Leadership

About Lecture

In the World of Entrepreneurship Leadership, leaders seize opportunities and turn problems into possibilities to gain advantage through creating an economic value. These leaders need to have knowledge of the business and surrounding environments. Entrepreneurial leaders solve problems, value action, and implement strategies to make a true impact on the business's success. Any strategy to be implemented must be analyzed and studied very carefully to make sure the company's lifecycle will be well accomplished. It also requires "out of the box" strategy to get adapted with the current economic meltdown. The lecture will discuss the above concepts in detail in addition to the keywords in successful business: network, capital, and power.



Wednesday, May 18, 2022



12:00 - 1:00 PM



Lecture Theater