

Corporate Entrepreneurship

Introduction

1. Instilling entrepreneurial behavior into an organization's practices and culture is a challenge for most established organizations. Changing customer needs, new technologies and agile competitors compel organizations to harness the innovative abilities, talents and passion of their employees. In this course you will explore the foundations of corporate entrepreneurship, learn to develop, design and gather support for new initiatives, determine how to assess corporate entrepreneurship performance and propose ways to integrate innovative behavior into an organization.

2. Course Objectives

- a. Develop a basic knowledge of what is corporate entrepreneurship and how entrepreneurship within a corporation is similar to or different from start-up entrepreneurship
- b. Develop an appreciation for how to apply the entrepreneurial process to the operations of a department or a functional area within a large established organization
- c. Be able to assess the degree to which the environment within an established company supports or constrains entrepreneurship
- d. Be able to find creative ways to overcome barriers to entrepreneurship in established companies
- e. Gain an appreciation for how to formulate corporate objectives and strategies that support entrepreneurial behavior.

Learning Outcomes

3. Upon completion of course students should be able to:
 - a. Identify similarities and differences between corporate and start-up entrepreneurship and be able to apply the entrepreneurial process to the operations of a department or functional area within an established organization
 - b. Assess the environment within an established company in terms of how much it supports or constrains entrepreneurship and identify creative ways to overcome obstacles to entrepreneurship in established companies
 - c. Grasp the manner in which work environments can be designed to support entrepreneurial behavior and Be able to formulate corporate objectives and strategies that support entrepreneurial behavior

4. **Content**

- a. Introduction to corporate entrepreneurship
- b. Corporate strategy, structure and entrepreneurship
- c. Human resource management and corporate entrepreneurship
- d. Building supportive organizational cultures
- e. Entrepreneurial leadership
- f. Obstacles to and risks of corporate entrepreneurship
- g. Corporate spin-offs and corporate venture capital
- h. Measuring entrepreneurial performance
- i. The pay-off from corporate entrepreneurship

5. **Text book and Reference books:**

- a. Burns, P. Corporate Entrepreneurship: Entrepreneurship and Innovation in Large Organizations. Palgrave Macmillan, 2013
- b. Morris, M. H., D. Kuratko, et al. Corporate Entrepreneurship and Innovation. Cengage Learning, 2010