

## Lecture

# “Corporate Entrepreneurship”

(12-M-UGF1, Master program, 5 ECTS, Winter 19/20)

### Background

Companies increasingly realize that creating and sustaining a competitive edge requires them to think and act like entrepreneurs. Many companies, such as Google, 3M, or Bertelsmann, therefore equip selected employees with the space and resources to become intrapreneurs. Other companies see the spawning of corporate spin-offs as an integral part of their strategy or go ‘start-up shopping’ from time to time. This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an ‘intrapreneurial’ or entrepreneurial career.

On successful completion of this module you will be able to: (1) make judgements about the organizational and managerial implications of corporate entrepreneurship, (2) assess the role of corporate entrepreneurship for creating and sustaining competitive advantage, (3) systematically choose between different routes of action, and (4) create and evaluate corporate entrepreneurship concepts.

### Prerequisites

The course is designed for students in the Master’s program with a basic knowledge of entrepreneurship and strategy.

### Course structure

- (1) Introduction to corporate entrepreneurship (17/10/19)
- (2) Forms and antecedents of corporate entrepreneurship (24/10/19)
- (3) Corporate strategy and corporate entrepreneurship (31/10/19)
- (4) Organizational structure and corporate entrepreneurship (07/11/19)
- (5) Human resource management and corporate entrepreneurship (14/11/19)
- (6) Building supportive organizational cultures (21/11/19)
- (7) Entrepreneurial leadership (28/11/19)
- (8) Entrepreneurial control systems (05/12/19)
- (9) The corporate entrepreneur as a champion and diplomat (12/12/19)
- (10) The pay-off from corporate entrepreneurship (19/12/19)
- (11) Corporate venture capital (09/01/20)
- (12) Corporate entrepreneurship in nonprofit and government organizations (16/01/20)
- (13) Universities and academic spin-offs (23/01/20)
- (14) Wrap-up and Q&A (30/01/20)

### **Literature**

Kuratko, D. F., Morris, M. H., & Covin, J. G. 2011. *Corporate innovation & entrepreneurship: Entrepreneurial development within organizations* (3rd ed.). Mason, OH: South-Western Cengage Learning. (core text)

Various other readings will be available via WueCampus.

### **Workshops**

Tutor-led workshops will be offered. We will assign groups in the first week.

### **Assessment**

60-minute exam (during the regular exam period)

### **Language**

English; students can answer exam questions in German

### **WueCampus**

You can self-enroll to WueCampus until the third lecture week. No further enrolments will be possible beyond that date and we will not manually enroll any students missing the registration deadline. The registration will remain valid for two terms.

### **Responsible**

[Prof. Dr. Sascha Walter](#)

Last change: 16<sup>th</sup> October 2019