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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **IV** |
| **COURSE TITLE** | **Managing Corporate Entrepreneurship** |
| **COURSE CODE** | **04MB0420** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 hours** |

**COURSE OUTCOMES:**

* Identify, examine, and clarify the differences between independent entrepreneurship and corporate entrepreneurship.
* Understand different forms of Corporate Entrepreneurship.
* Discover how creativity leads to innovation in companies and how entrepreneurship drives the innovation process.
* Analyze the scope and complexity of the issues related to corporate entrepreneurship.
* Develop strategies for corporate entrepreneurship.

**COURSE CONTENTS:**

|  |  |  |
| --- | --- | --- |
| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| **I** | **Introduction to Corporate Entrepreneurship:** Introduction to Corporate Entrepreneurship- Why companies lose their entrepreneurial way: The organizational life cycle - A model of Corporate Entrepreneurship- How Corporate Entrepreneurship differs- Where to find entrepreneurship within a company- General framework for understanding Corporate Entrepreneurship | 7 |
| **II** | **The forms of Corporate Entrepreneurship-** Corporate venturing- Strategic entrepreneurship- The business model as vehicle for corporate entrepreneurship-The open innovation revolution- Applying Entrepreneurial Concepts to the Nonprofit and Public sectors- Exploring Entrepreneurship in Nonprofit and Government Organizations- How Public sector managers view Entrepreneurship- Toward Entrepreneurial Government | 8 |
| **III** | **Creating the Entrepreneurial Organization:** The creative individual in a company, The Creative process, The Creative blocks- Creativity Techniques and Creative Quality- The Entrepreneurial Personality- Motivating Entrepreneurial Behavior-Are corporate Entrepreneurs different? - Categories of Entrepreneurs- Critical roles incorporate entrepreneurship- Myths about Corporate Entrepreneurs | 9 |
| **IV** | **Corporate Strategy and Entrepreneurship:** The changing landscape, The Role of Strategic Management and Corporate Strategy, Integrating Entrepreneurship with Strategy- Managing innovation Strategically: A Portfolio Approach- Technology, Entrepreneurship and Strategy- Key Strategic Concept: Entrepreneurship as the Driver- Entrepreneurial Strategy- Some contributing Factors- Implementation Issues | 8 |
| **V** | **Structuring the Company for Entrepreneurship:** Types of structures: Links to an entrepreneurial strategy- An entrepreneurial and the concept of cycling- Structure to support New Product/ Service Development Projects- Entrepreneurial projects: Structures within structures- Structuring relationship between Entrepreneurial Initiatives and the cooperation: Some organizational design Alternatives- **Developing an Entrepreneurial Culture:** Nature, pieces and parts of Culture- Generic culture types-A culture with a different view of failure- Leadership and Culture | 10 |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignments / Quizzes /  Class Participation etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External assessment) |

**SUGGESTED READINGS:**

**Text Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| **T-01** | Michael H. Morris, Donald F. Kuratko, Jeffrey G. Covin | Corporate Entrepreneurship and Innovation | Cengage Learning | Third, 2011 |
| **T-02** | Paul Burns | Corporate Entrepreneurship | Palgrave Macmillan | Third, 2013 |
| **T-03** | Robert D. Hisrich & Klaudine Kearney | Corporate Entrepreneurship | Mcgraw-Hill | Latest |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| **R-01** | Kevin C. Desouza | Intrapreneurship | University of Toronto Press | Latest |
| **R-02** | Vijay Sathe | Corporate Entrepreneurship | Cambridge University Press | Latest |