COURSE DETAIL

CORPORATE ENTREPRENEURSHIP & INNOVATION
Country Netherlands
Host Institution Utrecht University
Program(s) Utrecht University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 104
UCEAP Course Suffix
UCEAP Official Title CORPORATE ENTREPRENEURSHIP & INNOVATION
UCEAP Transcript Title CORP ENTREPRNEURSHP
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

Corporate entrepreneurship (CE, often also referred to as intrapreneurship) involves the study of entrepreneurial processes and principles as applied in established organizations. It denotes the ability to stimulate the attributes of the small enterprise into the large, established organization, i.e. to import the logic of individual entrepreneurship and the entrepreneurial spirit. CE characterizes a new management philosophy that promotes strategic agility, flexibility, creativity, and continuous innovation with the aim of transforming administrative-oriented employees into intrapreneurs. This course explores the practices and challenges involved in established companies engaging in CE. It reviews how companies can rely on strategic innovation to continuously renew themselves (i.e. their products or services), their markets, or their industries. As the link between innovation, entrepreneurship and strategic growth has become centrally proclaimed and emphasized, this course is further designed to provide students with a basic understanding of how innovative activities of a company are managed. Companies must do so, because new products based on innovation in a Schumpeterian sense are essential for increased profitability and growth. The course deals with both the conceptual and practical meaning of CE. Several theoretical perspectives are introduced, emphasizing both the capabilities for CE and the constraints working against entrepreneurial behavior. On a practical side, the course provides students with tools to formulate corporate strategies and to create organizational structures that foster CE. The course is characterized by a multidisciplinary approach and combines insights from economics, entrepreneurship research, sociology, psychology, and strategic management. Selected course topics are: Building blocks of CE (e.g. definition, differences between CE and independent entrepreneurship, forms of CE, process of CE); Degree and frequency of entrepreneurship in organizations (i.e. entrepreneurial intensity); Creating an entrepreneurial organization (e.g. HRM, demographics and personality traits of corporate entrepreneurs, motivations for entrepreneurial behavior, strategic entrepreneurship, elements and development of an entrepreneurial culture).

Language(s) of Instruction

English

Host Institution Course Number ECB3CEI
Host Institution Course Title CORPORATE ENTREPRENEURSHIP & INNOVATION
Host Institution Course Details
Host Institution Campus Law, Economics and Governance
Host Institution Faculty
Host Institution Degree
Host Institution Department Economics
Course Last Reviewed

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