

# 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 ENTREPRNEURSHIP

**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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