



## **ENT 41203: Corporate Entrepreneurship**

**Level: 4000**

**Number of Credits : 03**

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### **Course Description**

Corporate entrepreneurship focuses on fostering innovations, strategic renewal, and corporate venturing to gain competitive advantages in established organizations. This course is designed to provide knowledge and develop skills in creating a culture that nurtures entrepreneurial behaviour within a corporate context.

### **Intended Learning Outcomes**

At the end of this course, the student will be able to:

- Describe the concepts and approaches of corporate entrepreneurship
- Explain change and innovations in corporate entrepreneurship to manage new competitive realities
- Analyze the environment in identifying constraints to create entrepreneurial culture
- Apply corporate entrepreneurship strategies to achieve competitive advantages

### **Teaching/Learning Methodology**

Lectures, Group discussions, Case studies, Workshops and Field Visits

### **Methods of Assessment**

In-course Assessments	: 30%
End Semester Examination	: 70%

### **Course Contents**

1. Introduction to corporate entrepreneurship
2. Entrepreneurial orientation and entrepreneurial intensity
3. The forms of corporate entrepreneurship
4. Entrepreneurship in other contexts: non-profit and government organizations
5. Functional perspectives in corporate entrepreneurship
6. Corporate strategy and entrepreneurship
7. Structuring for corporate entrepreneurship
8. Developing an entrepreneurial culture
9. Leading the entrepreneurial organization
10. Assessing corporate entrepreneurial performance
11. Control entrepreneurial activity
12. Ethical dimensions of corporate entrepreneurship
13. Sustaining entrepreneurial performance

### **Recommended Readings**

1. Morris. Kuratko, M.H., and Covin, J.C. (2011). *Corporate Entrepreneurship & Innovation* (3rd Ed). Mason: Thomson/Southwestern Publishing.
2. Burns, P. (2012). *Corporate Entrepreneurship: Innovation and Strategy in Large Organization*. Palgrave MacMillan.