

COURSE CODE: CORPENT

COURSE TITLE: Corporate Entrepreneurship

COURSE DESCRIPTION:

This course will address the concept of Corporate Entrepreneurship or Intrapreneurship, which is loosely defined as the application of entrepreneurial capabilities in the development of innovation and ventures within an existing firm. This course will also discuss the processes to support Intrapreneurship and the entrepreneurial individual.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- No prescribed text - Materials will be provided by faculty using Canvas

READING LIST:

Book

- Kuratko, Morris and Covin (2011). Corporate Innovation and Entrepreneurship. South-Western Cengage Learning. Canada.

Journals

- Dyer, Gregersen, and Christensen (2009). The Innovator's DNA, Harvard Business Review. R0912E
- Garvin and Levesque (2006). Meeting the Challenge of Corporate Entrepreneurship. Harvard Business Review. pp 102-112
- Gottfredson and Aspinall (2005). Innovation versus Complexity. Harvard Business Review, R0511C
- Govindarajan and Trimble (2005). Building Breakthrough Businesses Within Established Organizations. Harvard Business Review. R0505C
- Hamm, John (2002). Why Entrepreneurs Don't Scale. Harvard Business Review. R0212J
- Howell (2005). The Right Stuff: Identifying and Developing Effective Champions of Innovation. Academy of Management Executive. Vol. 19, No. 2
- Huston and Sakkab (2006). Connect & Develop. Harvard Business Review. pp 58-66
- Immelt, Govindarajan, and Trimble (2009). How GE is Disrupting Itself. Harvard Business Review. pg 56-65.
- Montgomery, C. (2008). Putting Leadership Back into Strategy. Harvard Business Review. pp 54-60.

- Moore, G. (2004). Darwin and the Demon: Innovating within Enterprises. Harvard Business Review. pp 86-92.
- Porter, M. (2008). The Five Competitive Forces that Shape Strategy. Harvard Business Review. pp 78-93.
- Robertson and Hjuler (2009). Innovating a turnaround at Lego. Harvard Business Review. pp 20-21.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE:

Link for readings, copies of cases, videos and other materials provided thru Canvas

DLSU-CORPENT-Students -

<https://drive.google.com/drive/folders/1d8kcAiFBAInt8HPZjiEP8Js4mOUWQtoh?usp=sharing>