

COURSE CODE: ENTCORP

COURSE TITLE: Corporate Entrepreneurship & Business Model

COURSE DESCRIPTION:

The 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. In this course Intrapreneurship would be examined as a function of a corporate strategy, understand its relationship with various functions of an organization, examine the similarities and differences of Intrapreneurship and Entrepreneurship. In addition this course would discover opportunities and innovations within corporate organizations, understand how to sustain competitive advantage and how to develop it through corporate entrepreneurship and how Intrapreneurship was used in different business ventures to grow their existing business model.

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>