Lecture
“Corporate Entrepreneurship”
(12-M-UGF1, Master program, 5 ECTS, Winter 20/21)

Background
Companies increasingly realize that creating and sustaining a competitive edge requires them
to think and act like entrepreneurs. Many companies, such as Google, 3M, or Bertelsmann,
therefore equip selected employees with the space and resources to become intrapreneurs.
Other companies see the spawning of corporate spin-offs as an integral part of their strategy or
go ‘start-up shopping’ from time to time. This module is a theory-led and practice-oriented pri-
mer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming
at working (or researching) in the field of corporate innovation and entrepreneurship or at
pursuing an 'intrapreneurial' or entrepreneurial career.

On successful completion of this module you will be able to: (1) make judgements about the
organizational and managerial implications of corporate entrepreneurship, (2) assess the role
of corporate entrepreneurship for creating and sustaining competitive advantage, (3) system-
atically choose between different routes of action, and (4) create and evaluate corporate entre-
preneurship concepts.

Prerequisites
The course is designed for students in the Master's program with a basic knowledge of entre-
preneurship and strategy.

Course structure
(1) Introduction to corporate entrepreneurship
(2) Antecedents and forms of corporate entrepreneurship
(3) Corporate strategy and corporate entrepreneurship
(4) Organizational structure and corporate entrepreneurship
(5) Human resource management and corporate entrepreneurship
(6) Building supportive organizational cultures
(7) Entrepreneurial leadership
(8) Entrepreneurial control systems
(9) The corporate entrepreneur as a champion and diplomat
(10) The pay-off from corporate entrepreneurship
(11) Corporate venture capital
(12) Corporate entrepreneurship in nonprofit and government organizations
(13) Universities and academic spin-offs
(14) Wrap-up and Q&A
Literature

Various other readings will be available via WueCampus.

Workshops
Tutor-led workshops will be offered. We will assign groups in the first week.

Assessment
60-minute exam (during the regular exam period)

Language
English; students can answer exam questions in German

WueCampus
You can self-enroll to WueCampus until the third lecture week. No further enrolments will be possible beyond that date and we will not manually enroll any students missing the registration deadline. The registration will remain valid for two terms.

Responsible
Prof. Dr. Sascha Walter

Last change: 10th February 2020