### MG 3019 CORPORATE ENTREPRENEURSHIP AND INNOVATION

**UK Level:** 5  
**UK Credits:** 15  
**US Credits:** 3/0/3  
*(Revised: May 2015)*

**PREREQUISITES:** None

**CATALOG DESCRIPTION:** Managing innovation in start-ups and in existing organizations. Skills for introducing, analyzing, and managing the offering of breakthrough products and services. Practical application of innovation inside corporations.

**RATIONALE:** Globalization, competition and the pace of technological change force organizations and entrepreneurs to have innovation as a key strategic priority. This module provides knowledge and understanding necessary for the effective management of innovation in start-ups and in existing organizations. Through an understanding of contemporary approaches and best practices to the management of innovation, students are likely to be more successful in their future business endeavors, whether in a start-up or in an established business organization.

**LEARNING OUTCOMES:** As a result of taking this course, the student should be able to:

1. Explain the nature and scope of business innovation and demonstrate its impact on organizations.
3. Apply theories of innovation management to existing enterprises and to start-up firms.

**METHOD OF TEACHING AND LEARNING:** In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures, interactive learning (class discussions), case studies and practical problems solved in class.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.

**ASSESSMENT:**

| Summative |  
|------------|---|
| Written Project (individual; 1,300 - 1,700 words) | 40% |
| Final Examination (2-hour, essay-type) | 60% |

| Formative |  
|------------|---|
| Short project proposal | 0% |
| Research articles discussion, Case-studies | 0% |

The formative assessments aim to prepare students for the written project and for the examination. The written project tests Learning Outcome 3. The final examination tests Learning Outcomes 1 and 2.

**INDICATIVE MATERIAL:** *(e.g. audiovisual, digital material, etc.)*

**REQUIRED MATERIAL:**

RECOMMENDED MATERIAL:

A. BOOKS

B. ARTICLES
### Innovation, 5(2), 77-89.


- Zahra, S. A., Randerson, K., & Fayolle, A. (2013). Corporate Entrepreneurship: where are we? Where can we go from here?. *M@N@Gement*, 16(4), 357-361.

### COMMUNICATION REQUIREMENTS:
Assignments presented in Word.
Use of proper English, both oral and written.

### SOFTWARE REQUIREMENTS:
Blackboard, MS Office, search engines

### WWW RESOURCES:
Students are expected to use the internet at their own discretion to select information on the 'individual project'. Examples of interesting internet sources include:
- [http://www.aimresearch.org/](http://www.aimresearch.org/)
- [http://www.aomtim.org/](http://www.aomtim.org/)

### INDICATIVE CONTENT:
The business era of innovation and corporate entrepreneurship
Innovation vs. creativity
Corporate strategy and entrepreneurship
New products and services development
Structuring and managing the company for entrepreneurship
Clusters of innovation and networks
Innovation for growth
Sustaining the entrepreneurial company
Managing discontinuous innovation