DEREE COLLEGE SYLLABUS FOR:	**3/0/3**
MG 3019 CORPORATE ENTREPRENEURSHIP AND INNOVATION – UK LEVEL 5 (Updated Spring 2021)	**UK Credits: 15**
PREREQUISITES:	None
CATALOG DESCRIPTION:	Managing innovation in start-ups and in existing organizations. Skills for introducing, analyzing, and managing the offering of break-through 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. 2. Analyze theories of business innovation and corporate entrepreneurship. 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, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.
ASSESSMENT:	**Summative**: Mid-term Examination (1-hour, essay-type) **40%** Written Project (group, 4,000-4,500 words) **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 mid-term examination tests Learning Outcomes 1 and 2. The written project tests Learning Outcome 1, 2 and 3. The written project is comprehensive. Grade averaging applies.
INDICATIVE READING:	**REQUIRED READING:** • Kuratko, D. F., Covin, J.G., and Morris, M.H. (2011). *Corporate Innovation and Entrepreneurship.* South-Western, Cengage Learning.

RECOMMENDED READING:

A. BOOKS

- Bessant J. and Tidd, J. (2007). Innovation and Entrepreneurship. West Sussex, England, John Wiley & Sons, Ltd.
- Carlgren, L., Rauth, I., & Elmquist, M. (2016). Framing design thinking: The concept in idea and enactment. *Creativity and Innovation Management*, *25*(1), 38-57.
- Collins, J., (2001). *Good to Great*. New York, NY, USA: Harper Business.
- Coulson-Thomas, C. (2017). Stimulating creativity, enabling innovation and supporting entrepreneurship. *Management Services*, *2017*(Summer), 26-29.
- Drucker, P.F. & Drucker, P.F. (2007). *Innovation and entrepreneurship: Practice and principles*. Routledge.
- Elkington, J., & Hartigan, P. (2013). *The power of unreasonable people: How social entrepreneurs create markets that change the world*. Harvard Business Press.
- Ries, E. (2011). *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*. London: Portfolio Penguin.
- Kuratko, D. F., Goldsby, M. G., & Hornsby, J. S. (2018). *Corporate Innovation: Disruptive Thinking in Organizations*. Routledge.
- Rogers, E. M. (2010). *Diffusion of innovations*, New York, NY, USA, Simon and Schuster International.
- Osterwalder, A. and Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game *Changers, and Challengers, Hoboken,* NJ, USA: John Wiley & Sons.
- Schrage, M. (2014). *The innovator's hypothesis: How cheap experiments are worth more than good ideas*. MIT Press.

B. ARTICLES

- Amabile, T. M. (2012). Componential theory of creativity. *Harvard Business School*, *12*(96), 1-10.
- Amabile, T. M., & Pratt, M. G. (2016). The dynamic componential model of creativity and innovation in organizations: Making progress, making meaning. *Research in Organizational Behavior*, *36*, 157-183.
- Alshawaaf, N., & Lee, S. H. (2021). Business model innovation through digitisation in social purpose organisations: A comparative analysis of Tate Modern and Pompidou Centre. *Journal of Business Research*, *125*, 597-608.
- Blanka, C. (2018). An individual-level perspective on intrapreneurship: A review and ways forward. *Review of Managerial Science*, 1-43.
- Braunerhjelm, P., Ding, D., & Thulin, P. (2018). The knowledge spillover theory of intrapreneurship. *Small business economics*, *51*(1), 1-30.
- Conway, S., & Steward, F. (1998). Mapping innovation networks. *International Journal of Innovation Management*, 2(2), 223-254.
- Covin, J. G., & Miles, M. P. (2007). Strategic Use of Corporate Venturing. *Entrepreneurship: Theory & Practice*, *31*(2), 183-207.
- Den Hertog, P., Van der Aa, W., & de Jong, M. W. (2010). Capabilities for managing service innovation: towards a conceptual framework. *Journal of Service Management*, 21(4), 490-514.

- Drucker, P. F. (1984). The discipline of innovation. *Harvard Business Review*, 63(3), 67-72.
- Evans, S., Vladimirova, D., Holgado, M., Van Fossen, K., Yang, M., Silva, E. A., & Barlow, C. Y. (2017). Business model innovation for sustainability: Towards a unified perspective for creation of sustainable business models. *Business Strategy and the Environment*, *26*(5), 597-608.
- Fernández, B. L., González-Busto, B., & Castaño, Y. Á. (2013). The Dynamics of Growth in Franchising. *Journal Of Marketing Channels*, *20*(1/2), 2-24.
- Finkle, T. A. (2012). Corporate Entrepreneurship and Innovation in Silicon Valley: The Case of Google, Inc. *Entrepreneurship: Theory & Practice*, *36*(4), 863-884.
- Gawke, J. C., Gorgievski, M. J., & Bakker, A. B. (2018). Personal costs and benefits of employee intrapreneurship: Disentangling the employee intrapreneurship, well-being, and job performance relationship. *Journal of occupational health psychology*, *23*(4), 508.
- Hughes, D. J., Lee, A., Tian, A. W., Newman, A., & Legood, A. (2018). Leadership, creativity, and innovation: A critical review and practical recommendations. *The Leadership Quarterly*, *29*(5), 549-569.
- Hunt, R. A. (2021). Entrepreneurial orientation and the fate of corporate acquisitions. *Journal of Business Research*, 122, 241-255.
- Ireland, R. D., Covin, J. G., & Kuratko, D. F. (2009). Conceptualizing Corporate Entrepreneurship Strategy. *Entrepreneurship: Theory & Practice*, *33*(1), 19-46.
- Kuratko, D. F., Covin, J. G., & Hornsby, J. S. (2014). Why implementing corporate innovation is so difficult. *Business Horizons*, *57*(5), 647-655.
- Johnson, D. (2001). What is innovation and entrepreneurship? Lessons for larger organisations. *Industrial and Commercial Training*, 33(4), 135-140.
- Keiningham, T., Aksoy, L., Bruce, H. L., Cadet, F., Clennell, N., Hodgkinson, I. R., & Kearney, T. (2020). Customer experience driven business model innovation. *Journal of Business Research*, *116*, 431-440.
- Ketchen, D. J., Ireland, R. D., & Snow, C. C. (2007). Strategic entrepreneurship, collaborative innovation, and wealth creation. *Strategic Entrepreneurship Journal*, 1(3-4), 371-385.
- Kuratko, D. F., Hornsby, J.S., & Goldsby, M.G. (2004). Sustaining corporate entrepreneurship: A proposed model of perceived implementation/outcome comparisons at the organizational and individual levels. *The International Journal of Entrepreneurship and Innovation*, 5(2), 77-89.
- Ling, Y., Simsek, Z., Lubatkin, M. H., & Veiga, J. F. (2008). Transformational leadership's role in promoting corporate entrepreneurship: Examining the CEO-TMT interface. *Academy Of Management Journal*, *51*(3), 557-576.
- Moretti, D. M., Alves, F. C., & Bomtempo, J. V. (2020). Entrepreneurial-oriented strategic renewal in a Brazilian SME: a case study. *Journal of Small Business and Enterprise Development*, *27*(2), 219-236.
- Salvato, C., Sciascia, S., & Alberti, F. G. (2009). The micro foundations of corporate entrepreneurship as an organizational capability. *The International Journal of Entrepreneurship and Innovation*, 10(4), pp. 279-289(11).
- Sharma, P. & Chrisman, J.J. (1999). Toward a reconciliation of the definitional issues in the field of corporate entrepreneurship.

	Entrepreneurship: Theory & Practice, 23(3): 11-28. • Still, K. (2017). Accelerating research innovation by adopting the lean startup paradigm. *Technology Innovation Management Review*, *7*(5), pp.32-43 • Tong, T. W., Reuer, J. J., & Peng, M. W. (2008). International joint ventures and the value of growth options. *Academy Of Management Journal*, *51*(5), 1014-1029. • Visnjic, I., Wiengarten, F., & Neely, A. (2016). Only the brave: Product innovation, service business model innovation, and their impact on performance. *Journal of Product Innovation Management*, *33*(1), 36-52. • Weiblen, T., & Chesbrough, H. W. (2015). Engaging with startups to enhance corporate innovation. *California Management Review*, *57*(2), 66-90. • 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.
INDICATIVE MATERIAL: *(e.g. audiovisual, digital material, etc.)*	**REQUIRED MATERIAL: N/A** **RECOMMENDED MATERIAL: N/A**
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	MS Office
WWW RESOURCES:	http://www.aimresearch.org/ http://www.aomtim.org/ http://www.springer.com/business+%26+management/entrepreneurship/journal/13731 http://academic-conferences.org/ecie/ecie2014/ecie14-home.htm
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