

CORPORATE ENTREPRENEURSHIP ENTR 5001

University of Cincinnati
College of Business, Baldwin 649
Monday 6:00 PM - 8:50 PM

Instructors: Kevin Connor

Office Hours: By Appointment Only

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Course Website:: <http://blackboard.uc.edu>

COURSE PREREQUISITES: MKTG2080, ACCT2080, BLAW2080, IS2080, BANA2082

COURSE SUMMARY: Corporate Entrepreneurship focuses on the study of the theories, principles, concepts, and practices of entrepreneurship within organizations, both profit and not-for-profit. The goal is to better prepare students to engage effectively in intrapreneurial analysis, development, and actions.

REQUIRED BOOKS/READINGS:

- Jim Collins, Good to Great. (Harper Business, 2001, any edition)
ISBN: 0066620996 or 9789-0066620992
- William C. Taylor and Polly G. LaBarre, Maverics at Work. (William Morrow, 2006, any edition)
ISBN: 00600779616 or 978-0060779610
- Spencer Johnson, Who Moved My Cheese. (Vermillion, 2006, any edition) ISBN: 0091816971 or 978-0091816971
- Kathleen Kelly Reardon, It's All Politics. (Crown Business, 2005, any edition)
ISBN: 0385507577 or 978-0385507578
- Stanley Bing, What Would Machiavelli Do? The Ends Justify the Meanness. (Harper Business, 1999, any edition) ISBN: 0066620112 or 978-0066620114
- Rosabeth Moss Kanter, The Classic Traps. (Harvard Business Review, 2006) Cases to be used in class (**Link for purchase will be provided in class**)

PROVIDED IN CLASS:

- *Beyond Winning, Leading Change, and How to be a Good Leader*

OPTIONAL COURSE TEXT:

- Michael H. Morris, Donald F. Kuratko and Jeffrey G. Covin, Corporate Entrepreneurship & Innovation. (Cengage Learning, 3rd Edition, 2010) ISBN: 0538478926 or 978-0538478922

GRADING & EVALUATION:

- 1) Reading Assignments/Papers 300 pts
- 2) Classroom Participation (discussions) 200 pts.
- 3) Research Project/Entrepreneurial Finding 300 pts.
- 4) Final Exam (Short answer approach) 200 pts.

GRADE DETERMINATION:

There are 1000 possible points that can be accumulated. You are guaranteed:

- A if you acquire 900 points,
- A- if you acquire 870-899 points,
- B+ if you acquire 840-869 points,
- B if you acquire 800-839 points,
- B- if you acquire 770-799 points,
- C+ if you acquire 740-769 points,
- C if you acquire 700-739 points,
- C- if you acquire 670-699 points,
- D+ if you acquire 640-669 points,
- D if you acquire 600-639 points,
- F (FAILING GRADE) if you acquire <600 points.

REVIEWING YOUR GRADES:

1. Grades are not curved during or at the end of the semester, or in the computation of final grades. A student that earns 797 points will receive a B-. Missing a grade (e.g., B) by "just 3 points" is still missing a grade. The course is designed to provide you with several opportunities to demonstrate your effort and learning. The instructor will not award extra credit or extra points to boost a grade. Make-ups will not be granted.
2. Graded work may be appealed in **WRITING**.
3. Your individual/team grades will not be discussed in the classroom before class, after class or during class time.
4. Questions regarding your individual/team results will be answered during office hours or by appointment.

COURSE DESCRIPTION

- The economic development of our nation is sparked primarily by the "Spirit of Entrepreneurship." This characteristic emerges from a very special segment of the population known as entrepreneurs. The continual infusion of new ideas and new energies is the core of economic growth. Entrepreneurs and their new ventures are of vital importance in this process of economic revitalization.
- In addition, corporations caught up in the web of stagnation have turned to this spirit for help. Organizations realize that entrepreneurs *can* exist within the structure of a corporation. Thus, the terms '*Intrapreneurship*' and '*Corporate Entrepreneurship*' have come into use. Corporate training designed to develop entrepreneurship, innovation and strategic renewal within organizations has produced successful results at numerous Fortune 500 companies as well as non-profit organizations. It is the research and innovation developed at these firms as well as other theoretical models which provide the foundation for this emerging field of study.
- The purpose of this undergraduate course is to encourage students to study the theories, principles, concepts, and practices of corporate entrepreneurship in order to prepare them to engage effectively in intrapreneurial actions.

COURSE OBJECTIVES:

- Corporate Entrepreneurship is an undergraduate course from the specifically designed Entrepreneurship Major Program geared towards potential corporate entrepreneurs (intrapreneurs). Course objectives include but are not limited to:
 - To communicate effectively key concepts and topics dealing with entrepreneurship within established businesses and organizations. (intrapreneurship)
 - To sharpen abilities needed to address the nature of entrepreneurial activity in established organizations.

- To practice evaluating new venture concepts with established businesses and organizations and examine the role of creativity, innovation, and entrepreneurship as catalysts for organizational advancement.
- To communicate orally and in writing concepts dealing with corporate entrepreneurship.
- To integrate knowledge and skills from previous coursework, business experience, and life.
- To examine and communicate issues central to identifying and dealing with obstacles to corporate entrepreneurship.
- To examine and communicate key structures and control toward developing an environment to support corporate entrepreneurship.

This will be accomplished via:

1. The use of readings, case-study analysis and an in-depth research project.
2. Lectures and class discussions to reinforce pertinent aspects reflected in readings.
3. In class guest presentations and discussions to develop an appreciation for the key aspects needed in today's corporate world.
4. Overall development of student's appreciation and respect for the problems, foreseeable and unforeseeable, which face potential intrapreneurs.

ACADEMIC DISHONESTY:

- Academic dishonesty **WILL NOT** be tolerated in any form. Cases of apparent academic dishonesty will be pursued to the fullest extent allowed by the Lindner College of Business and University of Cincinnati regulations.

INCLEMENT WEATHER:

- We will follow the **University's Inclement Weather Policy**. Listen to your radio for official University announcements. If the University is open, we will have class. Should a class be cancelled due to weather, we will reschedule it as necessary.

ATTENDANCE POLICY:

- **Students who miss 3 class sessions will be administratively dropped from the course.** Please notify the professor on the first day of classes if the class schedule conflicts with your religious holidays so that suitable arrangements can be made to respect these holidays.

COURSE ASSIGNMENTS/REQUIREMENTS

A. Late Assignments:

- Late assignments will not be accepted and will receive a grade of 0. No makeup assignments will be provided.
- **PACE: This course supports every aspect of the PACE initiative.**
 - ✓ **Professionalism:** Students are trained and given management consulting opportunities to demonstrate they are emerging from UC as game-ready professionals.
 - ✓ **Academic Excellence:** Students engage in a rigorous curriculum and skillfully apply it to their client's situation.
 - ✓ **Character:** Students enact high ethical standards in the treatment of sensitive and confidential client information.
 - ✓ **Engagement:** Students engage in serving a real-world client and helping them to meet their objectives for improvement and success.

B. Class Participation

- Students are required to read subject matter in advance of the class
- For every reading: Read the entire book, article, or case study unless otherwise directed
- Bring the completed assignment in hard copy to class (no more than 1 page single spaced).
- Each paper to include PURPOSE, SALIENT POINTS and QUESTIONS.
 - Purpose: What do you believe is the author's purpose for writing this book?
 - Salient Points: List key points of the book or reading. (12 +/-) Be succinct.
 - Questions: Bring thoughtful questions for class discussions. (2-3)

C. Independent Research Project of a Fortune 500 Company . Presentations will be made in class. Expectations for the assignment will be discussed in detail during class.

D. Final Exam:

A final Exam will be administered at the end of the course to measure familiarity with major concepts, terms and tools introduced during the course.

CALENDAR & ASSIGNMENTS

Date	Topics	Readings & Assignments Due Today
8/25/2014	Introductions, Discussion of Syllabus, setting expectations, review student backgrounds , discuss future assignments	Read syllabus and class calendar of assignments carefully , bring questions
9/1/2014	NO CLASS	LABOR DAY
9/8/2014	Change, the constant in Business	Read 'Who Moved My Cheese 'and one page paper , Detailed discussion of Research Project and a guest speaker
9/15/2014	Change and Innovation , Building blocks of Corporate Entrepreneurship	Break-through Idea Presentations made by students to the class, Leading Change discussion (article to be handed out 9/8).
9/22/2014	Survival and Growth , the end benefit of the new Intrapreneurship in Corporate America	<u>Mavericks at Work</u> and One Page Paper due , guest speaker on thinking outside the box
9/29/2014	'How to' for Sustainability and Change to come together	<u>Good to Great</u> and One Page Paper due
10/6/2014	Achieving personal success in Entrepreneurial Cultures, a discussion of mentors, networking, and core values in the corporate environment	<u>Class lecture , update on Research Projects,</u>
10/13/2014	Entrepreneurial Leadership	Beyond Winning and How to be a good leader (handouts in class 9/29) and guest speaker
10/20/2014	Realities of Intrapreneurship	It's All Politics and What would Machiavelli Do? One page papers (class split to present each)
10/27/2014	Pitfalls and hurdles of Corporate Entrepreneurship	Classic Traps and one page paper, Updates on Research Projects
11/3/2014	Confessions of an Entrepreneur, Learning from actual Challenges: What would you do?	No preparation required
11/10/2014	Research Project Presentations	Full Class participation
11/17/2014	Research Project Presentations	Full Class participation
11/24/2014	Research Project Presentations	Full class participation

12/1/2014	Course Review and Semester Questions	
12/8/2014	Final Exam Period	

