

Module title		Abbreviation
Entrepreneurship and Management 1		12-M-UGF1-161-m01
Module coordinator		Module offered by
Holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module is a theory-led and practice-oriented primer 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.</p> <ol style="list-style-type: none"> (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 control systems (8) Entrepreneurial leadership (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 		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of corporate entrepreneurship • Explain theoretical concepts and mechanisms behind corporate entrepreneurship • Enable students to critically appraise alternative approaches to corporate entrepreneurship • Enable students to evaluate the boundaries and risks of corporate entrepreneurship <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Create and evaluate concepts related to corporate entrepreneurship • Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage • Make judgements about the organizational and managerial implications of corporate entrepreneurship • Systematically choose between different routes of action 		

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (approx. 30 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)
JMU Würzburg • generated 29.03.2024 • Module data record 130567