

COURSE SYLLABUS

Corporate Entrepreneurship and Innovation, 5 credits

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Course Code: J2CEAI	Education Cycle: Second-cycle level
Confirmed: Mar 25, 2026	Disciplinary domain: Social sciences
Valid From: Aug 31, 2026	Subject group: Business Administration
	Specialised in: A1N Second cycle, has only first-cycle course/s as entry requirements
	Main field of study: Business Administration

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.1 Demonstrate current, advanced, and specialised knowledge (concepts, theories, frameworks) in the course content, applying and integrating this expertise to solve complex problems.

Skills and Abilities

2.2 Critically analyse complex issues using theories and data and justifying solutions with rigorous, evidence-based reasoning.

3.2 Deliver compelling oral presentations relating to complex problems and critically discuss and defend their findings in academic and professional settings.

Judgement and Approach

4.2 Critically analyse how selected societal trends influence business practices and/or policy, and account for their ethical and sustainability implications.

Content

The objective of this course is to understand why and how established organisations engage in entrepreneurship and innovation. Organisations today often strive for agility and innovativeness, all the while remaining performant in their established operations. Given that many companies wish to be at the leading edge when it comes to corporate entrepreneurship and innovation activities, it is important to understand what these activities are, how they are implemented in organisations, and what their potential, if any, is for business impact.

This course has three modules. At its foundation, the resource-based view of the firm presents an academic lens to explain why individual organisations engage in activities to develop their innovation capabilities. Zooming in, forms of corporate entrepreneurship and innovation are presented, such as R&D/NPD departments, corporate venturing, and business model adaptation. The role of organisational culture on the adoption of innovative practices is also discussed. Zooming out, organisational isomorphism, symbolic action, and shifting ideologies of control offer alternative frameworks to explain why and how organisations engage in corporate entrepreneurship and innovation.

Upon completion, you will have gained an appreciation of the complex and often contradictory goals of organisational performance and innovation. You will build the strategic perspective needed to appreciate and evaluate different types of corporate entrepreneurship and innovation initiatives within organisations. Most importantly, you can critically analyse how corporate entrepreneurship and innovation activities are influenced by industrial and societal trends, and account for their implications on firms' capabilities.

Connection to Research

This course invites you to critically engage with research by presenting different academic frameworks to look at corporate entrepreneurship and innovation. It draws on contemporary literature that takes for granted the benefits of these activities but also engages with classic articles that contest the consequentialist view of corporate entrepreneurship and innovation on firm performance.

Connection to Practice

In an age of entrepreneurship and innovation, you are taught different forms of corporate entrepreneurship and innovation activities, and how they can be structured within organisations. You are also asked to apply a critical lens to whether, and how, such activities can impact firm performance.

Connection to Ethics, Responsibility, Sustainability (ERS)

To develop responsible management practices, you are trained to face the complex, contradictory, and often ambiguous nature of decision-making and strategic planning for corporate entrepreneurship and innovation.

Type of Instruction

The course is taught on campus, through lectures and seminars. It includes individual and group work. Attendance is mandatory for some sessions.

Attendance is expected for scheduled on-campus sessions and may be compulsory for some sessions.

Language of instruction is English.

Entry Requirements

The applicant must hold the minimum of a Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) with at least 15 ECTS in business administration. Proof of English proficiency is required.

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

Individual written examination (ILOs: 1.1, 2.2, 4.2), representing 3 credits. The individual written exam assesses your understanding of the concepts, theories, and frameworks presented in class through multiple-choice questions, short-answer questions, and essay-format questions.

Group oral examination (ILOs: 2.2, 3.2, 4.2), representing 2 credits. The group assignment asks you to engage with practitioners and to critically reflect on how the course material applies to contemporary challenges and issues in corporate entrepreneurship and innovation. The group assignment assesses your specific and deep knowledge, as well as your judgment and critical understanding, through live Q&A.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written examination	3 credits	A/B/C/D/E/FX/F
Group oral examination	2 credits	A/B/C/D/E/FX/F

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a

course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

A reading list of articles and case studies will be made available at the start of the course. Each lecture refers to academic articles and particular cases.