



## COURSE SYLLABUS

# Corporate Entrepreneurship and Strategic Renewal, 7.5 credits

### *Corporate Entrepreneurship and Strategic Renewal, 7,5 högskolepoäng*

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<b>Course Code:</b> JCER27	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Nov 30, 2016	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Examiner Jan 28, 2021	<b>Subject group:</b> FE1
<b>Valid From:</b> Jan 18, 2021	<b>Specialised in:</b> A1N
<b>Version:</b> 4	<b>Main field of study:</b> Business Administration

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### Intended Learning Outcomes (ILO)

Intended learning outcomes define the sought result of study, for each individual student who follows and completes the course. It is important to use the appropriate 'Action Verbs' in the ILO statements. Please follow the additional sub-headings:

#### Knowledge and understanding

1. explain the core theories, models and concepts within the field of corporate entrepreneurship

#### Skills and abilities

2. identify practical challenges related to entrepreneurship and strategic renewal in established organizations and develop suggestions for overcoming these challenges
3. identify opportunities for entrepreneurship and strategic renewal in established organizations and develop suggestions for taking advantage of these opportunities

#### Judgement and approach

4. Reason critically and independently around the problems and opportunities associated with corporate entrepreneurship and strategic renewal.

### Contents

Sustained competitiveness often requires entrepreneurial initiatives in growing, mature or declining organizations with the purpose of changing the strategic orientation to reach competitive advantages. The course will deal with both the conceptual and practical meaning of corporate entrepreneurship and strategic renewal in both small and large firms. Several theoretical perspectives will be introduced, emphasizing both the capabilities for corporate entrepreneurship and the constraints working against strategic renewal.

### Connection to Research and Practice

The course ties directly into JIBS focus areas of entrepreneurship and renewal. To ensure theoretical relevance, the main textbook is research-based with the majority of the bibliographical references related to scholarly articles. A supplementing reading list is also provided, with a

majority being scholarly articles. The goal is to introduce a core set of theoretical models that can be used for understanding and developing actionable solutions in existing organizations. To keep abreast with current development, active researchers within the overlapping fields of entrepreneurship and renewal are invited for guest lectures.

Theory is applied in a number of practical situations.

- Student lectures - challenging the student to illustrate and explain theoretical models by using contrasting practical examples
- Case seminars – solving contextualized real-world problem by applying a focused set of theoretical models
- Course project - analyzing a live case for the purpose of proposing useful and actionable courses of actions for corporate entrepreneurship and/or strategic renewal.

### Type of instruction

Lectures, guest lectures and seminars are organized to facilitate the learning of participating students.

The teaching is conducted in English.

### Prerequisites

Bachelor's degree in Business Administration (i.e. the equivalent of 180 ECTS credits at an accredited university).

### Examination and grades

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

ILOs are assessed through the following examinations:

Individual written exam (ILOs: 1, 4) representing 3,5 credits.

Individual case seminars (ILOs: 2, 5) representing 1 credit.

Student lectures in group (ILOs: 1, 2) representing 1,5 credits.

Project work in group (ILOs: 2, 3, 5) representing 1,5 credits.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam <sup>1</sup>	3.5 credits	A/B/C/D/E/FX/F
Individual case seminars <sup>1</sup>	1 credit	A/B/C/D/E/FX/F
Student lectures in group <sup>1</sup>	1.5 credits	A/B/C/D/E/FX/F
Project work in group <sup>1</sup>	1.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, the programme evaluators in the course must be contacted. In the middle of the

course, the examiner should meet the programme evaluators to identify strengths/weaknesses in the first half of the course.

At the end of the course, the examiner should remind students to fill in the survey. The examiner should also call a meeting with the programme evaluators to debrief the course, based on course evaluation data and comments. The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluations.

At the end of each study period, JIBS' Director of Quality and Accreditation crafts a "Course Evaluation Quarter Report", presenting the quantitative results from course evaluation surveys. The Associate Dean of Education, The Associate Deans of Faculty, Programme Directors, and JSA President and Quality receive the report.

### **Other information**

#### **Academic integrity**

JIBS students are expected to maintain a strong academic integrity. This implies to behave 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 copy someone else's work, you are plagiarising. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarising called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

#### **Course literature**

Kuratko, D. F., Michael G. Goldsby, M. G. & Hornsby, J. S. (2019). *Corporate Innovation - Disruptive Thinking in Organizations*. New York, NY: Routledge.

A list of articles will be supplied at the course introduction.