



## 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>	3	<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. There must be course evaluators identified among the students. The evaluation is carried out continuously as

well as at the end of the course, through a survey. After the course the course Examiner meets with student evaluators to discuss the survey results and possible improvements. A summary report is also created. The report is followed up by program directors and discussed with faculty and relevant others (e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean, or Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

## **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 plagiarizing. 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 plagiarizing 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.

Selected research articles announce at the beginning of the course.