



蘇州大學  
Soochow University

# **BUS 413 Corporate Entrepreneurship and Innovation**

**Fall 2023**

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** Asia Rafiq

**Email:** asiarafiq0711@outlook.com

## **COURSE OBJECTIVES**

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This course explores the challenges of leadership, architecture, strategy, and innovation associated with the pursuit of corporate entrepreneurship. It provides students with research-based and practice-based guidance to address these challenges in the context of entrepreneurship within a corporate setting. Students will gain insights into management practices and develop the skills to develop and implement a compelling strategy that promotes corporate entrepreneurship and the generation of new ideas within established enterprises.

Upon completion of this course, students will be able to:

1. Gain a comprehensive understanding of the theory and practice of corporate entrepreneurship;
2. Recognize the significance of corporate entrepreneurship in sustaining organizational competitiveness;
3. Learn to explore, generate and implement innovative ideas and strategies to overcome obstacles to entrepreneurship in established companies;
4. Enhance communication skills to effectively convey innovative ideas, strategies, and initiatives to various stakeholders;
5. Critically evaluate entrepreneurial processes within established organizations, measure the success of corporate entrepreneurship efforts and innovation projects.

## **PREREQUISITES**

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BUS 220 Entrepreneurship



## **GRADING**

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Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

<b>ITEM</b>	<b>POINTS</b>
Assignments	30 Points
Midterm Exam	15 Points
Final Project & Presentation	30 Points
Final Exam	25 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F.$$

We reserve the right to make adjustments to the overall grading policy.

## **COURSE MATERIALS**

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### **Required Texts:**

Paul Burns, *Corporate Entrepreneurship: Innovation and Strategy in Large Organizations*, 3rd Edition, Macmillan Education, 2012.

### **Recommended (Optional) Texts or Other Materials:**

Supplementary readings will be assigned in alignment with class activities and discussions.

## **COURSE TOPICS**

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<b>MODULE</b>	<b>TASKS</b>
Module 1	<b>Topics:</b> Topic 1: Introduction and Course Overview Topic 2: Corporate Entrepreneurship Topic 3: Innovation Topic 4: Culture in the Entrepreneurial Organization Assignment#1



Module 2	<b>Topics:</b> Topic 5: Building Entrepreneurial Architecture Topic 6: Structure in the Entrepreneurial Organization Topic 7: Leading the Entrepreneurial Organization Topic 8: Managing the Entrepreneurial Organization Assignment#2
Module 3	<b>Topics:</b> Topic 9: Managing Risk in the Entrepreneurial Organization Topic 10: The Entrepreneurial Mindset Topic 11: Encouraging Creativity and Innovation Topic 12: Generating Business Ideas <b>Assessments:</b> Midterm Exam Final Project
Module 4	<b>Topics:</b> Topic 13: Encouraging Concept Development Topic 14: Strategy and Business Model Development Topic 15: Corporate Venturing Topic 16: Venture Teams and Intrapreneurs Assignment#3 Final Project
Module 5	<b>Topics:</b> Topic 17: Product/Market Development Topic 18: Shareholder Value in the Multi-Product/Market Firm Topic 19: Final Project Presentation, Feedback Topic 20: Final Exam Review, Q&A <b>Assessments:</b> Final Exam Final Project due

## ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

### **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

### **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

### **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

### **DISABILITY ACCOMMODATION**



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Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.