

Intraemprendimiento

UGRA_015540

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	5
Teacher responsible	De Setti Boarati Marko Aurelio - marko.setti@esade.edu

Course Goals

- 1. Understand Intrapreneurship Concepts:**
 - Define intrapreneurship and differentiate it from entrepreneurship.
 - Comprehend the significance of intrapreneurship in modern businesses.
- 2. Identify Characteristics of Intrapreneurs:**
 - Recognize the key traits and behaviors of successful intrapreneurs.
 - Compare and contrast the characteristics of intrapreneurs and entrepreneurs.
- 3. Appreciate the Benefits of Intrapreneurship:**
 - Understand the advantages of intrapreneurship for employees, organizations, and the broader economy.
 - Analyze how intrapreneurship contributes to innovation and competitive advantage.
- 4. Foster Intrapreneurial Mindsets and Cultures:**
 - Learn strategies to promote an intrapreneurial culture within organizations.
 - Identify ways to encourage creativity, innovation, and autonomy among employees.
- 5. Navigate Challenges in Intrapreneurship:**
 - Recognize common obstacles and challenges faced by intrapreneurs.
 - Develop strategies to manage risk and learn from failure within an organizational context.
- 6. Analyze Real-world Case Studies:**
 - Examine successful and unsuccessful examples of intrapreneurship from various industries.
 - Draw lessons from real-world case studies to apply in future scenarios.
- 7. Develop Practical Intrapreneurial Skills:**
 - Engage in hands-on activities to brainstorm and develop intrapreneurial ideas.
 - Apply theoretical knowledge to practical situations through group work and presentations.
- 8. Enhance Critical Thinking and Problem-solving Abilities:**
 - Foster critical thinking skills by analyzing and solving real-world intrapreneurial challenges.
 - Improve problem-solving abilities through interactive discussions and exercises.
- 9. Encourage Lifelong Learning and Adaptability:**
 - Instill a mindset of continuous improvement and adaptability in the context of intrapreneurship.
 - Encourage students to stay informed about the latest trends and developments in intrapreneurship.
- 10. Prepare for Future Careers:**
 - Equip students with the knowledge and skills to be effective intrapreneurs in their future careers.
 - Highlight the importance of intrapreneurial thinking in various professional contexts.

Previous knowledge No previous knowledge required

Prerequisites No prerequisites

Recommended courses Marketing, Finance, Operations

Description

Course contribution to program

Small businesses are often thought of as the epicenter of innovation, but established enterprises hold similar potential for development. Innovation is a skill company leaders search for in their employees, desiring to harness the power of a creative workforce. The rising term for this phenomenon is coined intrapreneurship. Aptly named, intrapreneurs exist within established companies and hold the potential to advance their workplaces into previously unknown territories.

Intrapreneurs are not starting a new business in a competitive market, rather they are internal entrepreneurs who work within the structures of an established company. Similar skills are required for both the entrepreneur and the intrapreneur, including leadership, innovation and adaptability. Self-described intrapreneurs aren't afraid to shake up their surroundings, constantly looking for new ways to change how their workplace is run. Google's "20% time" initiative is an excellent example of how employees can disrupt their companies and generate innovative products. For 20% of their workday, Google engineers focus on their passion projects. The results are now household names: AdSense, Gmail, Google maps and Google Earth.

This course will explore different aspects of innovation, how intrapreneurs can contribute to their organization in more meaningful ways and the skills required for you to be successful.

Short description

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Bibliography

- Gifford Pinchot, *Intrapreneuring: Why You Don't Have to Leave the Corporation to Become an Entrepreneur* (Book)
- Eric Ries, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* (Book)
- Kaihan Krippendorff, *Driving Innovation from Within: A Guide for Internal Entrepreneurs* (Book)
- Donald F. Kuratko, Sherry Hoskinson, and Jeffrey G. Covin, *Corporate Innovation: Disruptive Thinking in Organizations* (Book)
- Peter Drucker, *The Intrapreneurship Concept: A Framework for Accelerating Corporate Innovation* (Article)
- Julian Birkinshaw, *Intrapreneurship: Developing a Business Model in an Established Company* (Article)
- Rob Goffee and Gareth Jones, *Creating the Best Workplace on Earth* (Article)

Activities

In-class discussions and debates

Teamwork

Group presentations

Case study resolution

Interaction with visiting guest professionals

Content

#	Topic
1	Understand Intrapreneurship
2	Identify Characteristics of Intrapreneurs
3	Foster Intrapreneurial Mindsets and Cultures
4	Navigate Challenges in Intrapreneurshi
5	Develop Practical Intrapreneurial Skills
6	Innovation inside the organization
7	Enhance Critical Thinking and Problem-solving Abilities
8	Lifelong Learning and Adaptability

Assessment

Tool	Assessment tool	Category	Weight %
Group project		Ordinary round	30.00%
Written and/or oral exams		Ordinary round	40.00%
Attendance and punctuality		Ordinary round	20.00%
Peer evaluation		Retake	10.00%

PROGRAMS

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
BITLASI22 Year 4 (Optative)