BABSON COLLEGE | Collaborative For Entrepreneurship Education

Reminder: Collaborative Summit, March 15-18
babsoncollaborative.org/summit

Open to Educators at Collaborative Member Schools

Two Sessions Open to the Public!

- Register as Non-Member

BEFORE WE GET STARTED

CANNOT SEE OR HEAR US?

- Make sure your computer speaker is not muted
- Then log off and rejoin the webinar

THIS WEBINAR IS BEING RECORDED.

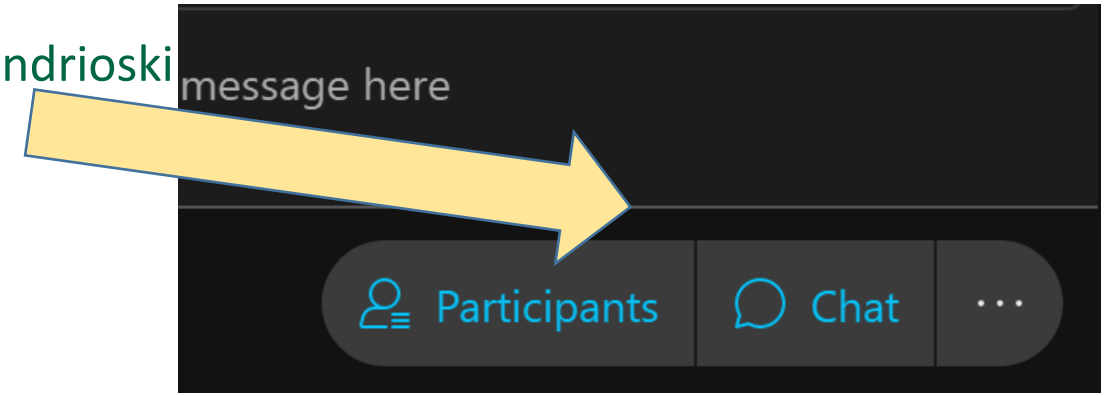
PLEASE MUTE YOUR AUDIO AND VIDEO UNTIL THE Q&A PORTION.

QUESTIONS FOR OUR PRESENTERS?

Submit in the Chat, for everyone, or privately to Jamie Kendrioski

TECHNICAL ISSUES?

Send private message to Jamie Kendrioski



BABSON COLLEGE | Collaborative For Entrepreneurship Education

The American University in Cairo
School of Business

The Collaborative Webinar Series:

DEVELOPING A CORPORATE ENTREPRENEURSHIP COURSE

February 23, 2021

Dr. Ashraf Sheta, Visiting Assistant Professor, The American University in Cairo (Egypt)

Developing a Corporate Entrepreneurship Course

Dr. Ashraf Sheta Visiting Assistant Professor at the American university in Egypt

BSC. Engineering ,MBA,DBA

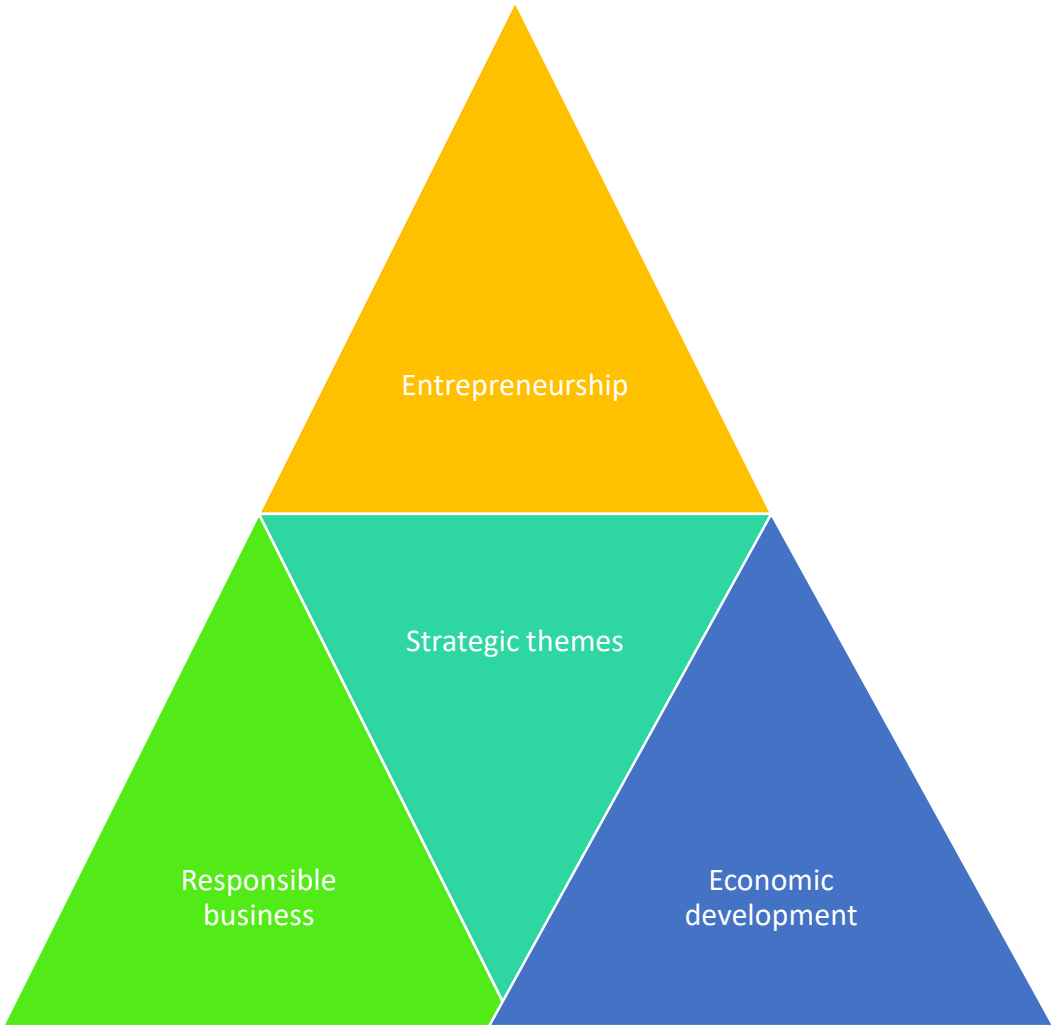
Agenda

- Understanding the context
- Why and What is Corporate Entrepreneurship
- The Design of the Course
- The Main Output of the Course

Understanding the Context

THE AMERICAN UNIVERSITY IN CAIRO

100 YEARS



Social Entrepreneurship
Entrepreneurship Lab
Corporate Entrepreneurship
Family Business
Innovation and Technology
Digital Strategy
Special Topics in Entrepreneurship
Entrepreneurship concentration

New Bachelors

Implemented as of Fall 2020

- Bachelor of Business Administration in Management of Information and Communication Technology (MICT) (MICT Major)
- Bachelor of Business and Entrepreneurship (B.B.E.) (BAEN Major)
- Bachelor of Business in Finance (B.B.F.) (FINC Major)
- Bachelor of Business in Marketing (B.B.M.) (MKTG Major)

Why and What is Corporate Entrepreneurship

What is Corporate Entrepreneurship?

“Corporate entrepreneurship is a term used to describe entrepreneurial behavior inside established mid-sized and large organizations.”

Other popular related terms

- **Organizational entrepreneurship**
- **Intrapreneurship**
- **Corporate venturing**

Source : Morris, M. H., Kuratko, D. F., & Covin, J. G. (2011). Corporate Innovation & Entrepreneurship, International Edition, 3rd Edition.

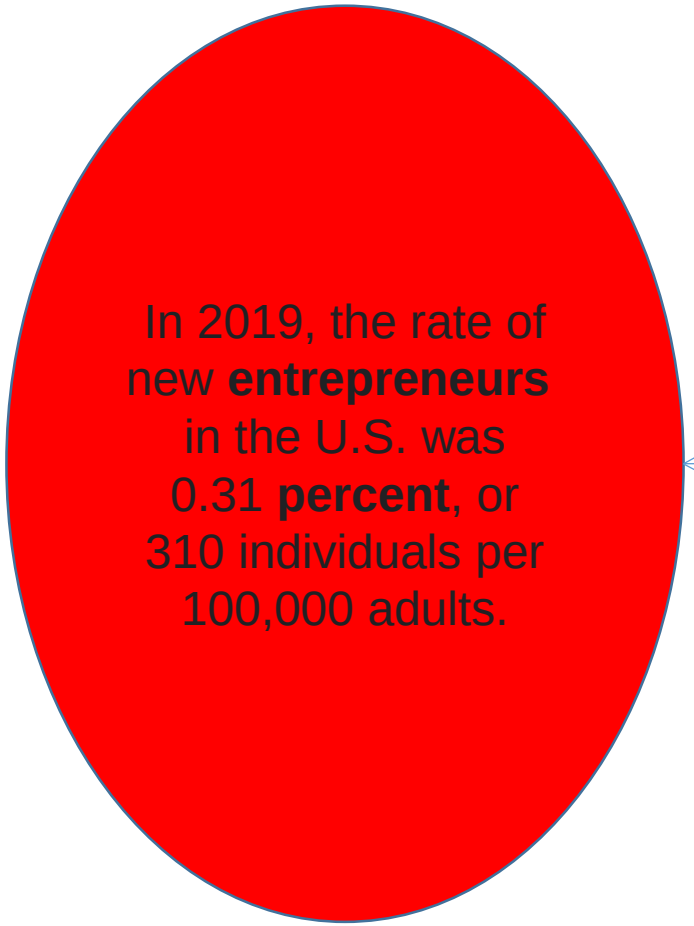
Startup Entrepreneurship

- Entrepreneur takes the risk
- Entrepreneur “owns” the concept or innovative idea
- Entrepreneur owns all or much of the business
- Potential rewards for the entrepreneur are theoretically unlimited
- One misstep can mean failure
- Independence of the entrepreneur; although the successful entrepreneur is typically backed by a strong team

Corporate Entrepreneurship

- Company assumes the risks, other than career-related risk
- Company owns the concept, and typically the intellectual rights surrounding the concept
- Entrepreneur may have no equity in the company, or a very small percentage
- Clear limits are placed on the financial rewards entrepreneurs can receive
- More room for errors, company can absorb failure
- May also have to share credit with any number of people

Source : Morris, M. H., Kuratko, D. F., & Covin, J. G. (2011). Corporate Innovation & Entrepreneurship, International Edition, 3rd Edition.



What will the rest of the population do in order to fulfill their entrepreneurial aspirations

Does this mean that the rest of the population are not entrepreneurs

Does this mean that entrepreneurship is only related to startup

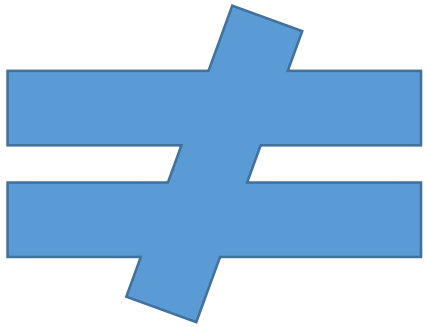
Source: https://www.statista.com/statistics/693361/rate-of-new-entrepreneurs-us/

WHAT'S
IN IT FOR
ME?

Educator ,Student ,Employee, Consultant

The Design of the Course

Corporate Entrepreneurship



Corporate Entrepreneurship

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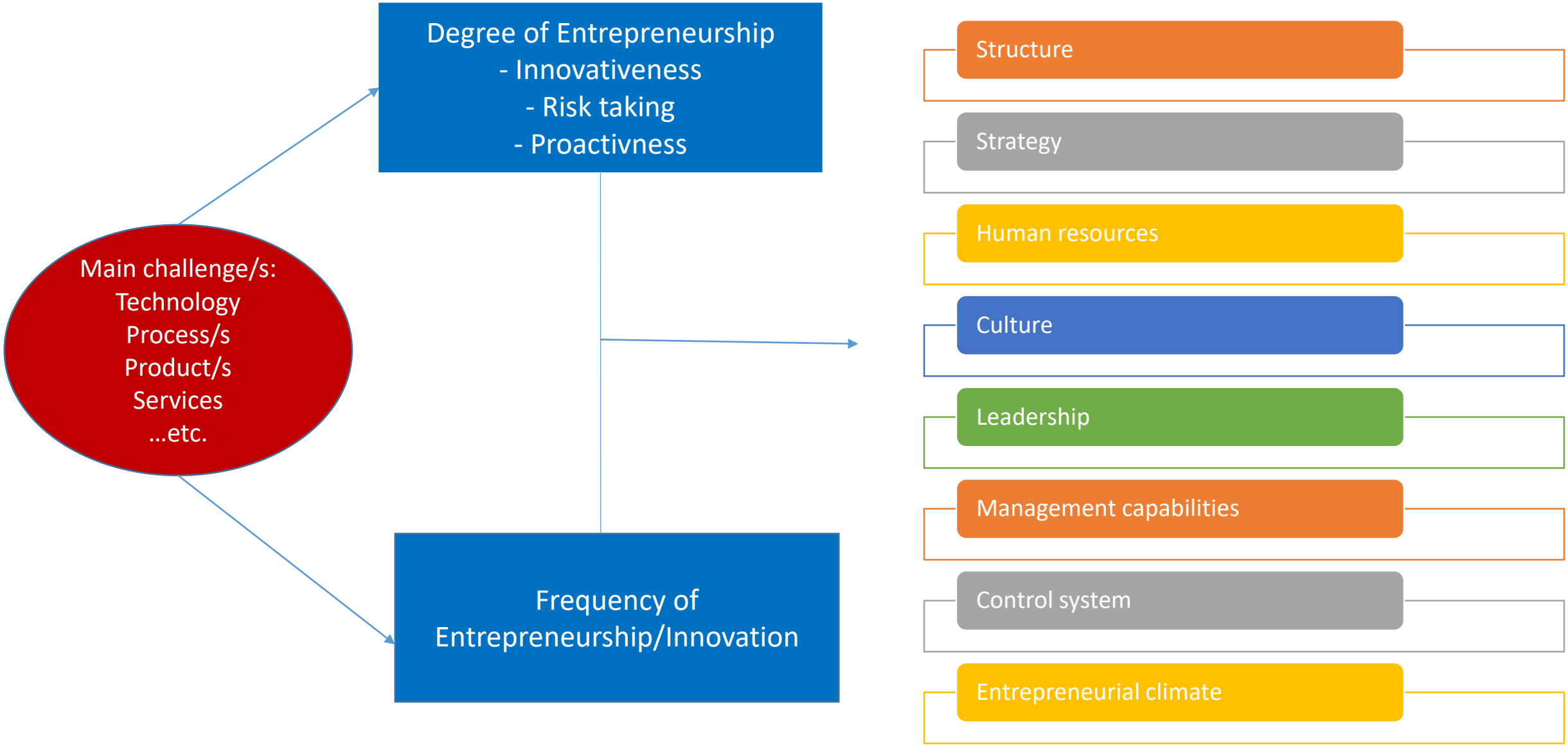
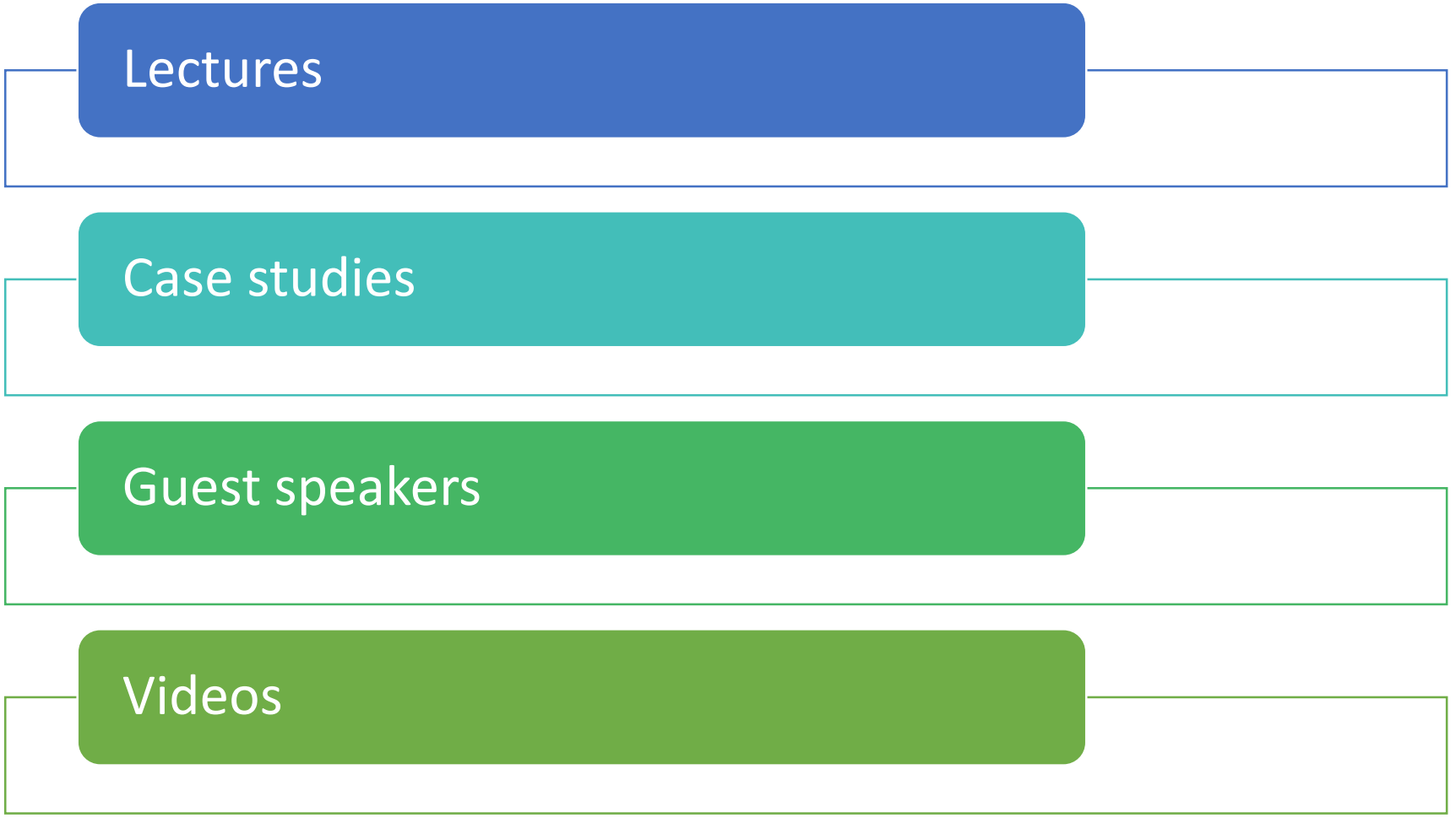
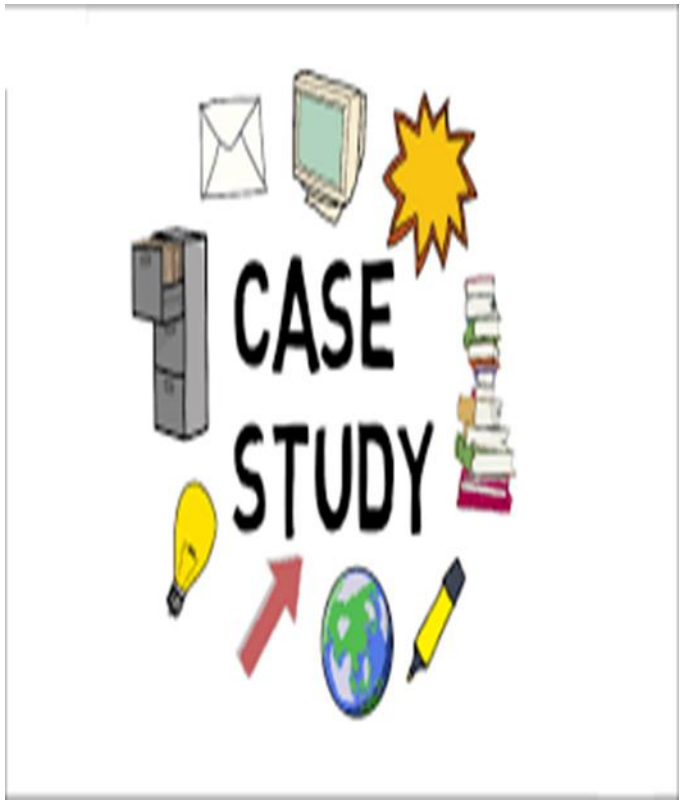
CORPORATE DNA
CORPORATE DNA
CORPORATE DNA
CORPORATE DNA


Degree of Entrepreneurship
- Innovativeness
- Risk taking
- Proactivness
Main challenge/s:
Technology
Process/s
Product/s
Services
…etc.
Frequency of Entrepreneurship/Innovation
Structure
Strategy
Human resources
Culture
Leadership
Management capabilities
Control system
Entrepreneurial climate


Lectures
Case studies
Guest speakers
Videos

Case write up
Teaching note
Reflection paper
Case analysis
Case presentation
Course assessment

The main Output of the Course



1) **Abstract**
2) **Opening paragraph**
3) **Background on the Company**

- Size, Age, Short History
- Company Structure
- Current Business Model
- Products and Services
- Markets

4) **Industry overview**

- Forces of competition
- Any other relevant information that will help the reader understand the context

5) **Entrepreneurship and innovation challenges**

- Entrepreneurial Intensity (EI) Assessment
- Entrepreneurial grid
- Climate Assessment: Factors Contributing to Level of EI
- Company Vision and Overall Corporate Strategy
- Internal Strategy for Entrepreneurship and Innovation
- Company Structure and Levels of Management
- Critique of Top Management Team on Entrepreneurial Criteria
- Human Resource Management
  a. Culture
  b. Control Systems
  c. Leadership

6) Dilemma
7)Closing paragraph
8)References and Sources of Information

Teaching Note Structure

- Case Synopsis
- Keywords
- Teaching objectives
- Learning objectives
- Assignment Questions
- Target audience
- Teaching plan
- Discussion plan
- Research methods
- Testing in class
- Theoretical linkages
- Case Analysis (answers to case questions)
- Epilogue (if available)
- Background readings
- Teaching Note Exhibits / Tables

Final comments

- The field of corporate entrepreneurship is still in its entry phase ,and needs a lot of efforts to popularize the discipline.
- The research publication in the field is relatively low in comparison to other disciplines of entrepreneurship.
- The cases relevant to the local context is of absolute importance to understand what needs to be done to enhance the entrepreneurial capabilities of local organizations.
- Corporate entrepreneurship is a green field for consultants ,and there is an urgent need to address it in a scientific way.

Thank
you

Q
&
A

References

- Morris, M. H., Kuratko, D. F., & Covin, J. G. (2011). Corporate Innovation & Entrepreneurship, International Edition, 3rd Edition. Cengage Learning.
- Burns, P. (2020). *Corporate entrepreneurship and innovation.* Palgrave Macmillan.
- Dewald, J. (2016). *Achieving Longevity: How Great Firms Prosper Through Entrepreneurial Thinking*. University of Toronto Press.
- https://www.statista.com/statistics/693361/rate-of-new-entrepreneurs-us/