

Study program: Innovation and Technology Entrepreneurship				
Type and level of studies: Master studies (second level)				
Course unit: Corporate entrepreneurship				
Teacher in charge: Jelena Erić Nielsen, Jelena Nikolić				
Language of instruction (<i>English or other foreign language</i>): English				
ECTS: 7				
Prerequisites: Knowledge in the field of management, organization, strategic decision-making, marketing, and organizational behavior.				
Semester: <i>Winter</i>				
<p>Course unit objective: The aim of the subject is to enable students to learn the basics of creating and managing technologically advanced entrepreneurial ventures. The expansion of technological innovations and new products aims to solve economic and social problems through entrepreneurial ventures with significant commercial potential. In addition to identifying business opportunities and developing new products, entrepreneurship involves managing all aspects of the entrepreneurial venture, including generating necessary resources, creating a team, feasibility analysis, creating a business plan, developing and testing a business model, and other activities necessary for innovation commercialisation. Corporate entrepreneurship encompasses employee initiatives that revitalize the organisation through the exploitation of existing and exploration of new business opportunities. The ability to develop entrepreneurial initiatives is conditioned by management support through transformational leadership, adequate strategic orientation, organisational structure, culture, and processes.</p>				
<p>Learning outcomes of Course unit</p> <p>Students will acquire knowledge on how to:</p> <ul style="list-style-type: none"> • critically analyze the relationship between innovation, entrepreneurship, and economic growth, recognize the benefits and challenges of corporate entrepreneurship; • apply creative and critical thinking when evaluating business opportunities; • understand the importance of leadership and assess the readiness of organizational structure and culture to adapt to changes; • develop a business plan for implementing a business idea; • conceive an appropriate business model to present, promote, and sell an innovative product/service in the market; • design and conceive a strategic framework for implementing entrepreneurial ideas; • understand which skills are crucial for building a successful team and better recognize personal entrepreneurial predispositions; • learn how to apply an entrepreneurial approach based on creating opportunities in an organizational context; 				
<p>Course unit contents</p> <p><i>Theoretical lectures:</i></p> <p>The lectures will cover the following key thematic topics: The importance of entrepreneurial behavior, the nature of the concept of corporate entrepreneurship; Approaches in analyzing corporate entrepreneurship, stimulating and limiting factors; The role of management and transformational leadership in promoting entrepreneurial behavior; Entrepreneurial organizational culture; Employees' entrepreneurial predispositions; Designing entrepreneurial organizational structure; Implementation of corporate entrepreneurship; Corporate entrepreneurial ventures and strategic entrepreneurship; Entrepreneurial orientation; The role of organizational learning in promoting corporate entrepreneurship; Stimulating corporate entrepreneurship through knowledge implementation.</p> <p><i>Practical lectures:</i></p> <p>Independent and team projects, business plan, interactive work, case analysis, discussion</p>				
<p>Literature</p> <ul style="list-style-type: none"> • Morris, M. H., Kuratko, D. F., & Covin, J. G. (2008). <i>Corporate entrepreneurship and innovation</i>, 2nd ed., Mason, Thomson South-Western. • Burns, P. (2013). <i>Corporate entrepreneurship: Innovation and strategy in large organizations</i>. 3rd ed., Palgrave Macmillan, New York, (selected chapters). • Hisrich, R. D., Peters, M.P., & Shepherd, D. A. (2011). <i>Entrepreneurship</i>, 7th ed., Irvin-McGraw-Hill. 				
Number of active teaching hours				Other classes
Lectures: 2	Practice: 2	Other forms of classes:	Independent work:	
Teaching methods				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:		Final exam	No. of points:
Student's activity during lectures	10		oral or written examination	30
practical classes/tests	2x25=50			
Seminars/homework	10		
Project				
Other				