

**6ECTS/3 US credits**

**Professor: Florian Bauer, Lancaster University Management School**

Aims of the course: This course combines the theoretical understanding and the practical application of entrepreneurship or entrepreneurial behavior in the context of organizations and strategic renewal. Entrepreneurial orientation should be seen as an important topic of SME's but also for large MNC's to build innovation capabilities as well as to keep flexibility to adapt to external changes. It is aimed at students who wish to understand the concept and context of entrepreneurship with all its pitfalls and benefits.

**Learning outcomes and competences:**

By the end of the course students should:

- Understand the concept and context of entrepreneurship
- Understand the link between entrepreneurship and innovation as well as survival rates of firms
- Understand the impact of individuals (personality traits, cognitive biases, ...) and organizations (organizational culture, leadership styles, ...) on entrepreneurial orientation.
- Critically reflect entrepreneurship and see, how it is embedded in other literature streams and theories of strategic management.

**Course content:**

Entrepreneurship can be found at different levels (individual, organizational, strategic, ...) and during different stages of the organizations life-cycle. This course refers to strategic orientations and displays, how entrepreneurship is embedded in organization and strategy research and why the concept is important for firm survival. Based on experiments, students will experience the pitfalls but also the benefits of entrepreneurial behavior and it's linkages to profit and innovation.

**Course content in details:**

- Introduction, framework, dimensions of entrepreneurship
- The research and managerial context of entrepreneurship
- The role of entrepreneurship in strategic management
- The psychology of the entrepreneur and how it impacts individual and organizational behaviors
- Organizational adaptation with organic and non-organic modes
- The key role of innovation within the concept of entrepreneurship
- Entrepreneurship and business models (e.g. profit-models)
- Entrepreneurship and firm-survival

**Grading scale:**

| Grade  | %        |
|--------|----------|
| 1      | 90 - 100 |
| 2      | 75 - 89  |
| 3      | 60 - 74  |
| Failed | below 60 |

Assessment methods (weight):

|  |     |              |
|--|-----|--------------|
| Active lecture/seminar/workshop/tutorial participation/ attendance | 20% |              |
| Experiments and Cases  | 50% |              |
| Final Presentation   | 30% |              |
| <b>Total – maximum</b>   |     | <b>100 %</b> |

**Literature:**

|  | <b>ISBN</b>           | <b>Title</b>                            | <b>Authors</b>          | <b>Year</b> |
|--|-----------------------|---|-------------------------|-------------|
|  | <b>978-0538478922</b> | Corporate Entrepreneurship & Innovation | Morris, Kuratko & Covin | 2010        |
|  | <b>978-1601980229</b> | Corporate Entrepreneurship              | Kuratko                 | 2007        |
|  | <b>978-1408007457</b> | Entrepreneurship                        | Stokes, Wilson & Mador  | 2010        |