

Corporate Entrepreneurship And Innovation

Prepared by Dr. Ibrahim Siam

Introductory



Corporate Entrepreneurship And Innovation

Introductory

Prepared by Dr. Ibrahim
Siam



Chapter

01

Midocean University

MIDOCEN University is an educational entity, operating with a unique business model. It is based in the United Arab Emirates with a registration No. FZC-2011-21 and license No. 4248 issued from Fujairah Free Zone to practice academic activities for higher education remotely, the university has many international accreditations and offers all its programs remotely in cooperation with Midocean University, licensed by the Comorian Ministry of Education with license.

Our Vision

We become the first educational institute to embrace the principle of a cooperative educational community,

Our Mission

To promote knowledge, encourage innovation, and provide higher education programs with high-quality content at nominal prices that suit everyone.



Chapter

01

TITLE OF SLIDE

- Introduction About The Lecturer
- Syllabus
- Exams And Case Study



Dr. IBRAHEM SIAM

EDUCATION

2016 – 2021 Doctor of Philosophy (Entrepreneurship) - Universiti Utara Malaysia (UUM)

Area: Entrepreneurship Orientation and Academic Job Performance

2013 – 2015 Master Science (Management) - Universiti Utara Malaysia (UUM)

Area: Science and Management

2009 – 2013 Bachelor's Degree - Al-Balqa Applied University, Jordan.
Management Information Systems



Books & References :

Corporate Entrepreneurship And innovation Fourth Edition
/Paul Burns 2020.

<https://studylib.net/doc/25778818/paul-burns---corporate-entrepreneurship-and-innovation-ma...>



Course Description:

This course aims at understanding the DNA of entrepreneurial firms through answering the questions of what the characteristics of renowned corporates are, why there is a need for developing corporate venturing and how to construct the elements of an entrepreneurial ecosystem. The course will stress on the related issues to creating intrapreneurship through strategic, culture, human resources as well as other managerial functions. The course will also tackle strategies for sustaining competitive advantage within the business world.



. What is Corporate Entrepreneurship?

Corporate Entrepreneurship (CE) refers to entrepreneurial activities that take place **inside an existing organization**. It involves employees and managers identifying opportunities, developing new ideas, creating new products or services, entering new markets, or establishing new businesses within the organization.

In simple words:

Corporate entrepreneurship means thinking and acting like an entrepreneur inside an established company.



What is Innovation?

Innovation is the process of transforming new ideas into products, services, processes, or business models that create value.

Innovation can involve:

Product Innovation – developing a new or improved product.

Service Innovation – creating better or completely new services.

Process Innovation – improving how work is performed.

Business Model Innovation – changing how an organization creates and captures value.

Organizational Innovation – introducing new management structures or ways of working.

Technological Innovation – using new technologies such as AI, cloud computing, IoT, and automation.



Relationship Between Corporate Entrepreneurship and Innovation

Corporate entrepreneurship and innovation are closely connected.

Corporate Entrepreneurship → Opportunity Identification → New Ideas → Innovation → Value Creation → Organizational Growth

For example, a bank may encourage employees to identify customer problems. Employees propose a **mobile banking solution**, the bank develops it, and the new service creates value for customers and the organization.



Relationship Between Corporate Entrepreneurship and Innovation

Corporate entrepreneurship and innovation are closely connected.

Corporate Entrepreneurship → Opportunity Identification → New Ideas → Innovation → Value Creation → Organizational Growth

For example, a bank may encourage employees to identify customer problems. Employees propose a **mobile banking solution**, the bank develops it, and the new service creates value for customers and the organization.



Role of Technology

Modern technology has become an important driver of corporate entrepreneurship and innovation.

Examples include:

Artificial Intelligence (AI)

Big Data and Analytics

Cloud Computing

Internet of Things (IoT)

Blockchain

Robotics and Automation

Digital Platforms

Mobile Technologies

For example, AI can help companies identify customer needs, automate processes, develop personalized services, and create new business models.



Course Objectives

- Understanding the implication of entrepreneurial orientation in companies
- Being able to contribute to the strategic renewal of companies and agile management
- Creating an entrepreneurial mindset for intrapreneurship
- Experience situations where they can understand and practice entrepreneurial approaches.
- Learn how to see the bigger picture when making important, complex decisions,



Learning Outcomes

The syllabus aims to test the student's ability to:

- Identify the importance of innovation in organizations
- Identify how innovation is linked to the development strategies of organizations
- Identify Corporate entrepreneurship as a strategy for organizational growth and development
- Create entrepreneurial culture in the organization
- Identify the relevant elements for the design and implementation of a corporate entrepreneurship strategy.



Week #	Hours	Topics
1.	1.5	Introduction: Entrepreneurship Entrepreneurship And innovation (Corporate Entrepreneurship) Business model
2.	1.5	Innovation Culture in entrepreneurial organization



Week #	Hours	Topics
3.	1.5	Structure in in entrepreneurial organization Leading the entrepreneurial organization
4.	1.5	Managing the entrepreneurial organization Managing Risk in the entrepreneurial organization



Week #	Hours	Topics
5.	1.5	Encouraging creativity and innovation Business model and innovations
6.	1.5	Generating Business ideas



Week #	Hours	Topics
7.	1.5	Encouraging concept development
8.	1.5	business model development sustainability



Week #	Hours	Topics
9.	1.5	Venture teams and entrepreneurs Product /market development
10.	1.5	Shareholder value in the multi –product The corporate Entrepreneurship audit



Week #	Hours	Topics
11.	1.5	revision
12.	1.5	Exam





Thank You