



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY

Corporate Entrepreneurship And Innovation

Prepared by Dr. Ibrahim Siam

Introductory

01

ESU جامعة الجميع الذكية

Everyone's Smart 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.

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academic and professional accreditations:

Quality Matters (QM) Membership

Cooperation agreement between the Everyone's Smart University and Jagora

Everyone's Smart University has earned a STARS membership

ASIC accreditation

AACSB accreditation

PMA accreditation



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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

Dr. IBRAHEM SIAM

WORKING EXPERIENCE

2023- presently Assistant Professor (Entrepreneurship Department /Irbid National University)

2022-2022 Executive logistics coordinator Hello Jordan/ Zain ,Jordan

2019-2021 Research Assistant - Universiti Utara Malaysia, Malaysia

2016 –2019Guest Relations Executive and Arabic Translator - Sunway Hotel Groups, Resort and Spa, Malaysia

2015-2016 Part Time Lecturer – Universiti Utara Malaysia (UUM)

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.

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	Strategy and business model development

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
12.	1.5	revision
13.	1.5	Exam



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Thank You

