



Syllabus

Term: 2025/26/2 **Subject name:** Corporate Entrepreneurship **Subject code:** M23VFB02E

Unit (Unit code) Department of Management Science (KMI)

Lecturer responsible for the course: Dr. BEDÓ Zsolt

Requirement: Exam

Classes per week : 2/2/0/0

Classes per term:

Purpose of education:

What is corporate entrepreneurship? Who is a "corporate entrepreneur"? Obviously basic questions to a course on the subject, but the reality is that the definition of both is contingent on the context it's used in. Intrapreneurship can be defined as the process that allows for individuals and groups within a structured organization to think, develop and execute value-creation for the firm unencumbered by the stated organizational processes, procedures, rules and regulations while still having access to corporate resources to reach their intended goals. Therefore the "intrapreneur" is a person(s) who becomes empowered to create these new products or services without implied or stated constraints leading to value-creation for the organization. So, what drives intrapreneurship? Why are some large organizations better at it than others? Is it a necessary component of a firm's DNA? If so, how do you embed it into the corporate culture? What leadership skills are necessary? Why bother with it? All reasonable questions that will be examined and hopefully, answered in this course.

Contents:

1. Introduction
2. Reading assignment discussion: Why Write a Business Plan? Discussion of the movie the Founder. Introduction of research projects.
3. 1st client meeting – detailed introduction of the projects. Reading assignment discussion: Developing and Screening Business Ideas
4. Reading assignment discussion: The Litmus Test of a Plan, Progress discussion
5. Reading assignment discussion: Introduction, Executive Summary, and Company Description, Progress discussion
6. National Holiday
7. Guest speaker: How to scale up... Reading assignment discussion: Industry Analysis, Progress discussion
8. Reading assignment discussion: Market Analysis, Progress discussion
9. Reading assignment discussion: Marketing Plan, Progress discussion
10. Spring break
11. Reading assignment discussion: Management and Organizational Structure, Progress discussion
12. Reading assignment discussion: Operations Plan and Product Development, Progress discussion
13. Guest speaker: How to fund the expansion... Reading assignment discussion: Analysis of Financial Projections, Progress discussion
14. Reading assignment discussion: A Successful Business Plan Presentation, Progress discussion
15. Final presentation of the business plans

System of examing and valuation:



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System of examing and valuation:

- Final deliverables – 40%
- Uploading the discussion of the reading assignment – $10 \times 1\% = 10\%$
- Discussion of the reading assignments – $2 \times 5\% = 10\%$
- Progression - $10 \times 2\% = 20\%$
- Final presentation – 15%
- Self-reflection video – 5%

Reading assignments: Students have to complete reading assignments before each week's class and have to prepare a presentation of the reading assignment. Questions will be made available at the end of each class that has to be discussed by the team, which is based on the weekly reading assignment. Teams will be selected in the beginning of each class who have to discuss the reading assignment and has to discuss their view point related to the question posed after the previous class. Another team will be selected to debate the viewpoint of the keynote team.

Progression: Each week teams have to report on their progression of their business concept development process.

Final presentation: teams will present their final business concept/business model/business plan at the end of the semester to possibly the researcher.

Self-reflection video: Each student has to create a max 1 minute video on the lessons learnt and skills developed, takeaways of the module.

Bibliography:

- Barringer: Preparing Effective Business Plans: An Entrepreneurial Approach, Global Edition, 2015.
- Mariotti, et al.: Entrepreneurship and Small Business Management, Second Edition, Global Edition, 2015.
- Michael H. Morris: Nuts and bolts of a great business plan, Florida State University, 2015.
- You can purchase books at: www.prospero.hu, www.universitatis.hu, tnusser@ibs-b.hu

Bibliography: