2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Paper	**Corporate Entrepreneurship**	
2.	Code	BBA 3284	
3.	Status	Program Elective	
4.	Credit Hours	4	
5.	Semester and year to be thought	Semester 5 Year 3	
6.	Prerequisite (if any)	None	
7.	Mode of Delivery	Lectures, incubator works, group projects assignments, intrapreneurship programs, self study, consultation, presentation.	
8.	Assessment and Marking Percentage	1. Class Attendance and Participation 2. Continuous Assessment, Assignments and Tests 3. Case Studies, Seminar, Project Paper and Presentation. 4. Final Exam **Total**	10% 20% 30% 40% ---------- **100%**
5.	The Teachers	TBA	
6.	The Objective of the Paper	This course aims to expose the students to; • The understanding of two different environments of entrepreneurship, one being in a small firm the other is in large firms. • The culture of entrepreneurship in a large organization. • Corporate entrepreneurship which is associated with entrepreneurship in a large organization that requires different structure, systems and process.	
11.	The Learning Outcomes of the Paper	After the course the students will be able to; • Revisit and define entrepreneurship, the characteristics of the entrepreneurs and entrepreneurship. • Explain on what corporate entrepreneurship is and how it differs from entrepreneurship. • Identify that, in a large organization, there can be entrepreneurship at various levels. • Outline the various orientations in the function level. • Establish the right structure of organization, system and process for corporate entrepreneurship. • Establish the right culture of organization for corporate entrepreneurship.	
12.	A Synopsis of the Paper	This course is an advanced series of entrepreneurship which takes the business model in a small firm to a different level. The course prepares the students with a wider view of entrepreneurship which demands different management style and process. The students will be able to appreciate better with practical activities designed along to support the learning. Other modes include the normal face to face interaction and tutorials with project assignments, other assignments and participation of students in seminars or intrapreneurship programs.	
13.	Topic of the Paper and	**HOURS OF LEARNING TIME**	

Contact Hours of Guided Learning (face to face) and Non-Guided Learning (including assignment, group discussion, presentation, lecture preparation etc.)	LECTURE		TUTORIAL		PRACTICAL/ LAB		STUDENT LEARNING HOUR	Quiz. Exam, Final
	GL	NGL	GL	NGL	GL	NGL		
1. **The New Entrepreneurial Imperative.** • Revisit and explain on what is entrepreneurship. • Define corporate entrepreneurship. • Describe the role of management in organization and distinguish with entrepreneurship. • Analyze reasons why companies lose the entrepreneurship way. • Define and explain concept of the entrepreneurial imperative. • Analyze the model of corporate entrepreneurship.	3	6	3	6	-	-	5	-
2. **Levels of Entrepreneurship in Organizations.** • Explore and discuss the dimensions of entrepreneurship. • Explain the meaning of entrepreneurship intensity and relate it to combining degree and frequency of entrepreneurship. • Apply the entrepreneurial grid to organization. • Apply the grid at the level of individual manager.	3	6	3	6	-	-	5	1
3. **The forms of Corporate Entrepreneurship.** • Explain corporate venturing • Describe strategic entrepreneurship in the context of innovating in pursuit of	3	6	3	6	-	-		

							5	-
competitive advantage. • Analyze and explain the corporate entrepreneurship business model. • Examine the concept of innovation revolution and state the reasons why companies are moving towards this direction.								
4. Human Resources and Entrepreneurial Organizations. • Describe the characteristics of creative individuals in a company. • Describe creative process, creative blocks, creative techniques and creative quality. • Identify the characteristics of corporate entrepreneurs. • Relate the HRM function and creation of suitable working environment. • Elaborate on HRM and the paradox of creative abrasion. • Elaborate on HRM policies and entrepreneurship.	3	6	3	6	-	-	5	1
5. Corporate Strategy and Entrepreneurship. • Determine the role of strategic management in corporate strategy. • Outline the approach in integrating entrepreneurship with strategy. • Discuss and present the approach to managing innovation strategically. • Relate technology, entrepreneurship and strategy. • Explain technology limits and platforms, technology-path versus	3	6	3	6	-	-	5	1

Topic								
market pull approaches. • Identify key strategy concepts and factors contributing to success in entrepreneurial strategies.							4	
6. Structuring the Company for Entrepreneurship. • Outline the components of structure in organizations.. • Examine how structure evolves. • Identify the various types of cultures and relate to the entrepreneurial strategies. • Outline the types of structures required to support few product or service development projects. • Carry out an entrepreneurial project : A structure within a structure. • Elaborate on the structuring relationship between entrepreneurial initiatives and the corporations.	3	6	3	6	-	-	5	-
7. Developing and Entrepreneurial Culture. • Outline the various cultures in organizations. • Describe the pieces and parts of culture. • Explain what is core ideology and the envisioned future. • Outline the generic culture types. • Identify and explain the elements of an entrepreneurial culture. • Explain how entrepreneurial leadership is built through culture. • Explore the key values	3	6	3	6	-	-	5	1

contributing to success and different views on failure. • Examine and explain on what is culture within culture.								
Total	21	42	21	42	-	-	35	6
Total of Learning Hours	167							
Total of Credits	4							
14. Main References	• *Corporate Entrepreneurship & Innovation* by Michael H. Morris, Donald F. Kuratko and Jeffrey G. Covin, second edition, Thomson-South western, (2008). • *Corporate Entrepreneurship & Innovation* by Michael H. Morris, Donald F. Kuratko, Thomson-South western, (2002). • *Corporate Entrepreneurship : building an entrepreneurial organization* by Paul Burn, palgrave Macmillan (2005)							
15.Additional References	• UiTM Entrepreneurship study group, " *Fundamentals of Entrepreneurship*" , Pearson Prentice Hall, (2006). • Abd Aziz Yusof, OUM*, "Usahawan dan Keusahawanan",* Prentice Hall (2005). • OUM, "*Entrepreneurship",* Meteor, (2005) • *Human Resource Management – in a business context* by Alan Price, Thomson Learning, Second Edition2004. • *Fundamentals of Human Resource Mangement* by David A.Decenzo and Stephen, Ninth edition,John Wiley & Sons Inc.(2007) • *Management of Technology - The key to Competitiveness and Wealth creation* by Tarek Khalil, McGraw Hill International,(2005) • *Management of Innovation by* John Storey*,* Edward Elgar Publishing, August 2004							