

Course: Corporate Entrepreneurship 1

credits: 2

Course code	LBVB19CEN1A	Modes of delivery	Education
Name	Corporate Entrepreneurship 1	Assessments	Written exam, - Written, organised by STAD examinations
Study year	2021-2022		
ECTS credits	2		
Language	English		
Coordinator	E.A. Voerman		

Learning outcomes

Upon completion of this course, students should be able to:

- identify, explain, interpret and examine the role of management in corporate entrepreneurship;
- interpret and examine management information;
- assess ethics and social context in corporate entrepreneurship.

Program Learning outcomes from the IB Framework:

WT1-3, WT2-3, WW 6-3, WW7-3, LW 9-3, LW 14-3, TWM16-3, TWM 17-3, TWM 18-3, TWM 19-3, TWM 20-3, TWM 22-3, TWM 23-3

Content

Prerequisites:

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB.

Exchange students: previous knowledge of the corresponding subject area is required.

Due to the fact that CEN1 and CEN2 belong together students can only take CEN1, if they also take CEN2 in the next period.

Content:

- history of management & entrepreneurship;
- mission and vision for corporate entrepreneurship;
- innovation in the context of corporate entrepreneurship;
- customer and the board of management;
- ethics and social context of corporate entrepreneurship;
- principles of management information;
- career guidelines and principles of people management;
- management of expectations.

Included in programme(s)

Minor International Strategy & Business Development

School(s)

International Business School