

Course: Corporate Entrepreneurship 2

credits: 4

Course code	LBVB19CEN2C	Modes of delivery	Assignment
Name	Corporate Entrepreneurship 2	Assessments	Assignment - Assignment
Study year	2021-2022		
ECTS credits	4		
Language	English		
Coordinator	E.A. Voerman		

Learning outcomes

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

- compose a strategic plan;
- give reasons for strategic recommendations made;
- rate operational activities which are translated from strategic recommendations;
- assess corporate (strategic/entrepreneurial) activities, while pointing out the limitations.

Program Learning outcomes from the IB Framework:

WT 1-3, WT 2-3, WT 3-3, WW 6-3, WW 7-3, LW 9-3, LW 11-3, LW 12-3, LW 13-3, LW 14-3, TWM 17-3, TWM 18-3, TWM 19-3, TWM 20-3, TWM 22-3, TWM 23-3, TWM 24-3

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 strategic management;
- Levels of strategic management;
- Corporate strategy;
- Strategy in an international context.

The theoretical & practical knowledge will be applied in a group project where students will act as the corporate strategy departing writing and presented a strategic plan.

Included in programme(s)

Minor International Strategy & Business Development

School(s)

International Business School