



COURSE SYLLABUS

CORPORATE ENTREPRENEURSHIP

Professor

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SHORT BIOGRAPHY

Jeroen Kuilman is an Associate Professor of Management at Tilburg University. His research interests include entrepreneurship, industry evolution, and labor market mobility. His research has been published in journals such as the Academy of Management Journal, the Academy of Management Review, and Organization Science.

INTRODUCTION/COURSE DESCRIPTION

This course focuses on the processes by which teams within an established company conceive, foster, launch, and manage a new business that is distinct from the parent company. The ability to simultaneously balance strategic and financial considerations is crucial to the success of any corporate entrepreneurship effort. As an advanced course, emphasis will be placed on the skills needed to promote and manage corporate entrepreneurship including internal and external

corporate venturing, managing and motivating corporate venture personnel, and ambidexterity. This module places a strong emphasis on active learning through case analyses and simulations. Preparation of case analyses will provide the foundation for discussion in tutorials and will hone each student's ability to articulate their views in a group context and in writing.

COURSE OBJECTIVES

By the end of the course participants will be able to:

- Apply core concepts from contemporary research in the area of corporate entrepreneurship;
- Formulate an opinion based on critically discussing contemporary research in scientific and practitioner oriented journals, and identify theoretical and empirical gaps in the field of corporate entrepreneurship;
- Involve fellow students in discussing proposed reasoned solutions to the practical challenges of implementing various forms of corporate entrepreneurship.

COURSE METHODOLOGY

Lectures, in-class exercises, case discussions, videos, simulations.

EVALUATION SYSTEM

The course requires effective class participation, written case analyses, and class presentations. Your final grade will be based on the following items:

Case Analysis	25% (Individual)
Group Presentation	25% (Team) Final
Exam	50% (Individual)

COURSE PREREQUISITES

None