



University of Michigan Shanghai Jiao Tong University Joint Institute

Vx423: Intrapreneurship (企业创新)

Spring2019

A. Course Description

Intrapreneurship means entrepreneurship from within an organization. Many companies in the world now want their employees to come up with new entrepreneurial ideas and convert them into viable businesses. This course will give you the critical thinking armed with pivotal concepts to understand how entrepreneurial innovation works within an organization. It will be focused on understanding how intrapreneurship works, given the complexities in the culture, business policies and procedures and inter personal relationships that are critical for the success of an intrapreneurship project. A student will be actually working as an intern in a company. The course involves hands-on learning of intrapreneurship issues from the perspective of a company. Hence students undertake the course while working as a full-time intern in a company during the Spring Semester. Hence Lectures will be delivered in a concentrated mode over last three Saturdays in March.

The students will work closely under the supervision of a company supervisor and the instructor of the course. All the learning will take place in the company, students will need to write a major individual report (due in week 8) on the application of concepts learned in lectures in the context of the company where he/she is an interns during the semester. The group (student, instructor, TA and company supervisor) will meet in person at least twice during the semester. The first time (2 weeks of the start) meeting will outline the intended work to be done by the student in the company and the last (2 weeks from the end) meeting will involve a 30min presentation by the student of his/her work completed during the internship. Also the student will submit an interim progress report (end of week 8) to both the supervisor and the instructor.

B. Prerequisite

- Prerequisite: VX420-Entrepreneurship Basics (or as decided by the Instructor)
- Level: For JI students who have enrolled in the Minor for Entrepreneurship.

C. Course Materials/Reference Textbooks

- Paul Burns, "Corporate Entrepreneurship: Innovation and Strategy in Large Organizations", 3rd Edition (2013), Palgrave McMillan, [ISBN: 978-230-30403-1]
- Kevin C. Desouza, "Intrapreneurship: Managing Ideas Within Your Organization," University of Toronto Press, 2011.[ISBN978-1-4426-4143-3]
- Howard Frederick; Allan O'Connor; Donald F. Kuratko, Entrepreneurship: Theory/Process/Practice/, 4th edition, SBN-13: 9780170352550, 2016

- Gregory Dess, Alan Eisner, G.T. Lumpkin, Gerry Mcnamara, "Strategic Management: Creating Competitive Advantages", Chapter 12, McGraw Hill Education-Europe 2012, [ISBN:9780071317689]
- Joanna Barsh, Marla M. Capozzi, and Jonathan Davidson, "Leadership and Innovation", McKinsey Quarterly, , Jan 2008
- Gareth Jones, "Organizational Theory, Design and Change", Chapter 13, Person Education, 2012, [ISBN:9780273765608]

D. Course Length, Lecture Schedule & Office Hours

- Course Length: **10 weeks**
- Classroom: Room 403, JI Building
- Lecture Schedule
 - Lectures: **last 3 Saturdays in March from 10am-12pm and 1-4pm**
 - Discussions: By appointment or wechat with the TA
- Office Hours
 - Wednesdays@12pm–2pm (Appointment needed), Room 411

E. Credit & Instructor

- Maximum (cap): **20 students**
- Credits: **3**
- Instructor: Prof Pradeep Ray
- Instructor's bio: Visit <http://umji.sjtu.edu.cn/>
- Email: pradeep.ray@sjtu.edu.cn
- TA: Jerry Zhu, Email: jerry.zyn@gmail.com

F. Learning Objectives

When students have completed this course, you will:

1. Cultivate critical thinking skills in planning a new business in the context of an organization.
2. Develop business ideas to viable projects in the context of real organization culture, policies, procedures and practices.

G. Session-By-Session Schedule

There will be 2 sessions (Morning 10-12PM and Afternoon 1-4PM) on last three Saturdays of March

Introductory Session 1 (March 4-8)

- *Intrapreneurship Introduction, Instructor & TA visit each Company and meet students and supervisors for each company*

Session1 (Morning Saturday 1) Intrapreneurship vs. Entrepreneurship (March 16)

- *Intrapreneurship as Corporate Entrepreneurship*

Session2 (Afternoon Saturday 1) Case Studies and Discussions (March 16)

- *Case Studies*

Session 3 (Morning Saturday 2) Corporate Entrepreneurship Models (March23)

- *How Enterprises Implement Intrapreneurship*

Session 4. (Afternoon Saturday 2) Case Studies and Discussions (March 23)

- *Case Studies*
- *Guest Lecture*

Session 5. (Morning Saturday 3) Innovation, Entrepreneurship and Creativity (March30)

- *How to combine innovation, entrepreneurship and creativity?*

Session 6. (Afternoon Saturday 3) Innovation, Entrepreneurship and Creativity (March30)

- *Student Presentations*
- *Final Presentation to be organized at each company separately in the last fortnight of the internship (Instructor & TA visits)*
- Note: The timeline and course events are subject to change.

I. Methods of Instruction & Communication

- Lectures & interactive discussion
- Communication policy & preference
 - Course related subject & technical question: In-person discussion preferred (during class break or office hours). *Using email to discuss technical questions with the instructor could end up an ineffective and time consuming process. The instructor would prefer in-person discussion for course related subjects.*
 - Personal or career related: In-person discussion preferred
 - *Class absence related: Contact TA directly*
 - Canvas related: Contact IT technical support at JI

J. Grade Structure

- **INDIVIDUAL Score:100points**
 - Participation: 20points (including case discussion on March 23)
 - Individual Report: 30points (Specs in Canvas in wk 3, due in wk 8 Friday – 19th April)
 - Class Presentation: 10points (on 30th March)
 - Final Presentation: 30points (preferably on the last week of internship)
 - Company Assessment:10points (after the final presentation)
- Attendance Policy
 - If you cannot attend the lecture due to sickness or family urgent matters, please follow the SJTU policy to get approved and then send the approved document to TAs directly. *Remember, personal matters like internship, company interview, travelling, etc. will NOT be granted.*
- Participation & Discussion Policy
 - Participation grade depends on the way you listen to the instructor's

lecture(attentivelyvs.indifferently).Creditswillbegivenwhenyourespond proactively to the instructor's discussion questions.

- The credits given are subject to the quality of your answer to the instructor's questions.
- If you violate this policy, you will receive 2-point penalty outof"20-point-Participation&Discussion".

K. Honor Code

We will maintain a high standard on honor code and pay more attention on honor code violation. Please refer to JI's policy.

We want to make this clear—If you copy and paste part of others' project, including image, diagram, and result, etc., that's the violation of honor code. The consequences: you will fail in this course.

If you assist others violate the honor code, your FINAL grade will be pulled down to one or two lower level, which means from A to B/C or from B to C/D, and soon.

L. Additional Info

Check Additional information weekly on Canvas: <https://sjtu-umich.instructure.com/login/canvas>