**VX423: Intrapreneurship Course (Spring 2019)**

**Criteria of Case Discussion Assignment: In Class Presentation on March 23 (10% of Course Assessment-part of Class Participation)**

You need to find a practical example of intrapreneurship: this could be case from the textbook "Intrapreneurship -- Managing Ideas within Your Organization" by Kevin C. Desouza, from the news or any published material. You will be required to deliver a short presentation about the case of intrapreneurship you have selected in consultation with Pradeep Ray. You will also provide commentary or reflections on the case based on your own understanding of it and what you learned in the relevant lectures on VX423 (you can express any thoughts about the lecture, about the case, or any relative aspects). Your presentation gives you an opportunity to take a real-life example of intrapreneurship for learning and reflection.

The presentations are about the intrapreneurship support, environment and culture (as discussed in the lecture) in a well-known corporate organization like Apple or IBM for which you will get sufficient references. The presentation is NOT about innovative products. Products can only be mentioned to illustrate the result of successful intrapreneurship environment in the company. You should answer the question; how the company promotes intrapreneurship and innovation?

The presentation should be within 10 minutes in about 5 slides. Please send your selection of topic to Pradeep Ray and Jerry Zhu before March 20. Moreover, you need to send your slides to Pradeep Ray and Jerry Zhu one day before your presentation. The grade will be assigned based on the extent to which you:

* Well organized presentation, meeting all the deadline and time limits – 2 points
* Provide an interesting example – 2 points
* Identify the various important aspects of intrapreneurship in that example – 2 points
* Make connections between the subject and what we’ve seen in the course – 2 points
* Reflect on your critical thinking or ideas, for example, possible actions that could be taken when planning and implementing the intrapreneurship process – 2 points