

# Chapter #02

"Corporate Entrepreneurship."



## Short Questions:

### 1. Entrepreneurial Intentions:

- ⇒ Entrepreneurial Intentions may be defined as a position to owning a business or becoming self-employed.
- ⇒ Entrepreneurial Intentions are also considered as personal orientation which might lead to venture creations.

### 2. Entrepreneurial Self-Efficacy:

- ⇒ (ESE) Entrepreneurial self-efficacy is the degree to which people perceive themselves as having the ability to successfully perform the various roles & tasks of entrepreneurship.

### 3. Perceived Desirability:

- ⇒ Perceived desirability is defined as "The degree to which starting a new business is perceived as a desirable career option."



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## 5. Role Models:

⇒ A person who serves as a model in a particular behavioural and social role for another person to emulate.

e.g:

father is a role model for his son.

## 7. Moral Support Network:

⇒ Individuals who give psychological support to an entrepreneur.

⇒ It is important for the entrepreneur to have a cheering squad.

⇒ Friends can provide honest advice, encouragement & understanding & also assistance.

⇒ Relative can be strong source of moral support, particularly if they are also entrepreneurs.

## 8. Professional Support Network:

⇒ Entrepreneurs need advice & counsel through the establishment of the new venture, which can be obtained from:

- Mentors.
- Business associates.

• Supplier  
• Trade  
• Person

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- Suppliers.
- Trade associates.
- Personal affiliations.

## 9. Minority Entrepreneurs:

- ⇒ Business ownership by an individual who is not of the minority population.
- ⇒ Top cities for the minority entrepreneurs:
- Dallas.
  - New York.
  - Houston.
  - Chicago.

## 12. Causes for Interest in Corporate Entrepreneurship:

- ⇒ Interest in Entrepreneurship within established business has intensified due to events occurring on:

- Social Culture.
- Business level.
- Desire for responsibility.
- Disconnect within the structured organization.



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## Corporate Entrepreneurship:

⇒ Corporate Entrepreneurship is the process used to develop new businesses, products, services or processes inside of an existing organization to create value & generate new revenue growth through entrepreneurial thoughts and actions

e.g:

3M, Grameen Bank, Xerox.

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## Leadership Characteristics of

## Corporate Entrepreneur:

- ⇒ Understand the environment.
- ⇒ Visionary & flexible.
- ⇒ Creates management options.
- ⇒ Encourages teamwork.
- ⇒ Encourages open discussion.
- ⇒ Builds a coalition (اتحاد) of supporters.
- ⇒ Persists (ثبات فكري).

## ⇒ Corporate Entrepreneur:

- ⇒ Entrepreneurial personality.
- ⇒ Types of risk.
- ⇒ Negative effects of Ego.
- ⇒ Model of Entrepreneurial motivation.
- ⇒ Intrapreneurial framework.



# Long Questions

b. Steps to establish corporate entrepreneurship in an organization:

## ① Corporate Entrepreneur:

- Entrepreneurial personality.
- Types of risk.
- Negative effects of Ego.
- Model of entrepreneurial motivation.
- Entrepreneurial framework.

## ② Corporate Entrepreneurship:

⇒ <sup>Corporate</sup> Entrepreneurship is the process used to develop a new businesses, products, services and processes within inside of an existing organization to create value and generate revenue growth through entrepreneurial thoughts and actions.

“If Opportunity does not knock, build a door.”



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## 1. ① Organization:

⇒ Two or more people working together for a common goal, known as organization.

“For every minute spent organizing, an hour is earned.”

## ② Steps:

1:

- Secure commitment from all management levels.
- Identify, select & train corporate entrepreneurs.

2:

- Identify ideas / areas that interest top management.
- Identify amount of risk money available.
- Establish mentor / sponsor system.
- Establish time frame, volume, profitability requirements.



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3. Use Technology that ensure organizational flexibility.
4. Identify interested managers to train employees.
5. Develop ways to closer to the customer.
6. Learn to be more productive with fewer resources.
7. Establish a strong support structure for corporate entrepreneurship.
8. Tie rewards to the performance of entrepreneurial units.

• Finally:

⇒ Evaluation System should be such that successful entrepreneurial units thrive and unsuccessful ones are eliminated.

“Entrepreneurship isn't just a label — it's a Life Style.”







## ① Successful Entrepreneurs:

- ⇒ Creative & innovative.
- ⇒ Create new processes.
- ⇒ Create new ideas.
- ⇒ Create new delivery.
- ⇒ Create new strategies.
- ⇒ Create new products.
- ⇒ Positions themselves in shifting & new markets.

## ② Unsuccessful Entrepreneurs:

- ⇒ Poor manager.
- ⇒ Inefficient.
- ⇒ Low work ethic.
- ⇒ Failure to plan & prepare.
- ⇒ Poor money manager.

## ③ Characteristics:

- |                   |                               |
|-------------------|-------------------------------|
| ⇒ Constant.       | ⇒ Questioning.                |
| ⇒ Responsible.    | ⇒ Innovative.                 |
| ⇒ Creative.       | ⇒ Self-regulating.            |
| ⇒ Risk-taking.    | ⇒ Concern for quality work.   |
| ⇒ Self-confident. | ⇒ Visionary & flexible.       |
| ⇒ Goal-oriented.  | ⇒ Understand the environment. |
| ⇒ Independent.    |                               |
| ⇒ Self-demanding. |                               |



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- ⇒ Encourages open discussion.
- ⇒ Encourages teamwork.
- ⇒ Builds a coalition of supporters.
- ⇒ Persists.

## ① Background:

⇒ When talk about the background of an entrepreneur, we must study about his:

- education.
- Age.
- past work experience.
- Role model & support systems.
- Moral support network.
- Professional support network.

“The Entrepreneur always searches for change, respond to it, and exploits it as an Opportunity.”

⇒ Business ownership by an individual who is not of the majority population, known as minority entrepreneurs.



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⇒ Top cities for minority entrepreneurs:

- New York.
- Dallas.
- Houston.
- Chicago.

"It's not about Ideas,  
It's about making ideas  
happen."

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