

Syllabus

ENTR 3312: Corporate Entrepreneurship

Spring 2015

(subject to revision)

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C. T. Bauer College of Business

University of Houston

Houston, TX 77204-6021

Classroom: This is an internet-based course! 100% online!

Class Time: This is an internet-based course! 100% online!

Telephone: (713) 743-4555 (Marketing Dept); (979) 357-2606 (home)

Office: 402M UCBB; Office hours: by appointment only

Department of Marketing & Entrepreneurship:

<http://www.bauer.uh.edu/departments/marketing/>

Email 1: STOP! **Enrolled Students**, please use CANVAS Messaging System (Inbox) to contact me regarding course work - ONCE THE SEMESTER BEGINS, DO NOT USE MY uh.edu EMAIL ADDRESS FOR COURSE RELATED MESSAGES!

Email 2: For non-course related matters: jkaronika@uh.edu (please include in Subject line: ENTR 3312; only when non-course related).

Textbooks

(1) [Innovation Acceleration: Transforming Organizational Thinking](#), by Donald Kuratko, Micheal Goldsby, & Jeffrey Hornsby, Pearson Education, Inc., 2012. ISBN: 13-978-0-13-602148-3.



(2) [Blue Ocean Strategy](#), by W. Chan Kim & Renee Mauborgne, Harvard Business School Press, 2005. ISBN: 1-59139-619-0. No need to purchase new. You should be able to purchase this text, new & used, from alternative sources (AbeBooks, etc.)



Course Prerequisites

Cr. 3. (3-0). Prerequisite: See this link for complete information:
<http://www.bauer.uh.edu/departments/marketing/bbaCourses.php>

Course Description

This course focuses on corporate entrepreneurship and explores the concepts, key factors, and practices of entrepreneurial activity as a process inside corporations. All instructional activities including lectures, class discussions and assignments will be accomplished via the Internet course CANVAS site.

CANVAS is NOT a University of Houston LMS (Learning Management System); it is independent, separate from UH Blackboard, etc. *Do not call UH Blackboard support for assistance; contact your instructor.*

Course Objectives

1. Identify, examine, and clarify the differences between independent entrepreneurship and corporate entrepreneurship.
2. Learn how corporate entrepreneurship provides a framework for change and innovation in companies in order to cope effectively with new competitive realities in the global marketplace.
3. Develop an awareness and understanding of the range, scope, and complexity of the issues related to corporate entrepreneurship -- from the individual employee to executive management.
4. Discover how creativity leads to innovation in companies and how entrepreneurship drives the innovation process.
5. Provide opportunities for "hands-on" corporate entrepreneurial experience covering the range of innovative product, service, and process concepts from incremental innovation to new-to-the-world blue ocean innovation.

Coursework Percentage-Points

Final grades will be determined as follows:

20% - 100 pts - Innovation Team Project 1
20% - 100 pts - Peer Evaluation 01

20% - 100 pts - Innovation Team Project 2
20% - 100 pts - Peer Evaluation 02

20% - 100 pts - Weekly Quizzes (11 @ 10 pts each; drop lowest quiz grade)

100% - 500 pts - TOTAL

Final Course Grade

Total Earned Percentage	Grade
94% & greater	A
<94% to 90%	A-minus
<90% to 87%	B-plus
<87% to 84%	B
<84% to 80%	B-minus
<80% to 77%	C-plus
<77% to 74%	C
<74% to 70%	C-minus
<70% to 67%	D-plus
<67% to 64%	D
<64% to 61%	D-minus
less than 61	F
NO CURVE!	

Innovation Teams

Students will form "Innovation Teams" with 4-5 members per team. Each team will be assigned a private discussion area on the course CANVAS website (only visible to other team members and the instructor) to exchange messages, ask questions, etc. Students who have not joined a team after the first week are subject to being dropped from the course!

Note: Innovation Team 01 and Innovation Team 02 are special virtual teams and are RESERVED for qualified students who will be out-of-city, out-of-state, or out-of-country for the semester. This includes students living outside of the Greater Metro Houston Area more than 50-60 miles! Contact me if you have any questions or if you think you may qualify or may have a special situation.

1. Team members are expected to complete a Team Charter detailing ground rules on how the projects will be handled and how conflicts and problems will be handled. ALL members must agree to the charter. This needs to be completed within the first week of class. See Assignments for details and due date.
2. Upon completion of each Innovation Team Project, each team member will evaluate their team members and complete a Peer Evaluation online. See Assignments for details and due dates.

Note: Team participation is not optional. You must actively participate. If a team member does not actively participate in the preparation of the team projects then that person risks earning a poor course grade and possibly failing the course. There are no makeup for not participating in

team activities. If someone is NOT carrying their load on your team, please inform the instructor immediately. However, teams are urged to talk with the non-contributing team member and their commitment as defined in the Team Charter.

If, after a reasonable time there, is still no improvement AND all remaining team members agree, the team may elect to expel (vote out) the non-contributing team member. In such case, the instructor will inform the non-contributing team member stating that he/she is not longer a member of the team.

Any team member voted off a the team 1) will be required to complete remaining coursework independently, 2) may NOT receive credit for project(s) completed by the team if the expelled team member did not contribute (quantity & quality) to the team project activities, 3) will receive ZERO points for peer evaluation(s) for project(s) worked independently, 4) and will NOT be permitted to join another team.

This is serious business; your grade depends on every member contributing to the team. If a team member does not contribute or is expelled, the team is still responsible for completion of all assigned team work.

In very rare circumstances, the instructor may permit individual course projects without penalty; for example, to accommodate students with disabilities or pregnancies. Please contact the instructor.

Weekly Quizzes

Eleven (11) quizzes will be provided throughout the semester (approximately every week). The quizzes are individual quizzes. The weekly quizzes are based on the primary course texts, Innovation Acceleration and Blue Ocean Strategy. Quizzes may be multiple-choice, true-false, or short essay type questions. These eleven quizzes are not optional. The lowest quiz grade will be dropped. Please check the Course Schedule in Course Content (course CANVAS site) for all quizzes and due dates.

Late Work

The policy is simple: late work will not be accepted. Do not ask. A schedule is provided with due dates; quizzes & projects are made available well in advance of the due dates; plan accordingly.

Make-Ups

No make-ups. Students have access to quizzes and projects well in advance of the due date. Don't even ask.

UH Student Conduct Policy

Unprofessional communication. Watch your language. There is absolutely no justification for vulgar, rude, impertinent, and demeaning communication directed towards team members, instructor, or administrative staff. Keep your communication professional and businesslike. Some acts are defined by the university to be unacceptable. See Student Conduct Policy: <http://www.uh.edu/dos/pdf/codeofconduct.pdf>

Unprofessional conduct. There is absolutely no justification for threatening team members, instructor, or administrative staff or exhibiting disruptive behavior (e.g., slamming books on a table, screaming, etc.). Such conduct may have legal implications. Physical violence and threats

of physical violence should be reported to the University Police. If you have disagreements with team members please exercise good judgment and keep your discussions professional and businesslike. Some acts are defined by the university to be unacceptable. See Student Conduct Policy: <http://www.uh.edu/dos/pdf/codeofconduct.pdf>

Bauer Code of Ethics and Professional Conduct

All degree-seeking students enrolled in courses at the Bauer College are required to provide their attestation of understanding and agreement to comply with the principles contained within the Bauer Code.

For details, see: <http://www.bauer.uh.edu/BCBE/BauerCode.htm>

Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook. Students are expected to be familiar with this policy.

Download UH Academic Policy: <http://www.uh.edu/academics/catalog/policies/academic-reg/academic-honesty/>

Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Entrepreneurship Certificate

Requirements:

1. You must have completed both ENTR 3310 and ENTR 3312 courses.
2. You must have scored a C- or above for both courses.
3. You will automatically receive a certificate upon verification of the above.

Subject to change. Direct questions to the Wolff Center for Entrepreneurship: <http://www.bauer.uh.edu/centers/wce/programs/CEC/>

Global Business Minor (for non-business majors)

The Global Business Minor includes 5 courses:

1. ENTR 3310 Introduction to Entrepreneurship
2. ENTR 3312 Intrapreneurship
3. INTB 3351 History of Globalization
4. INTB 3352 Politics of Globalization
5. INTB 3353 Economics of Globalization

Details here: <http://www.bauer.uh.edu/undergraduate/business-minor/gbminor.asp>

Other

This syllabus and accompanying class schedule are tentative and subject to change. Changes and/or additions will be announced on the course CANVAS website. The instructor reserves the right to modify the course requirements, assignments, quizzes, exams, grading procedures, and other related policies as circumstances so dictate.

You are expected to insure you have met all the requirements for this course. Check with me if you have any questions in this regard.

With apologies to Yogi Berra, but when the course is over . . . it IS over! No work will be accepted after our last meeting.

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