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58 Identify and briefly describe the 4 major parts of corporate entrepreneurship 1 New business venturing: These entrepreneurial activities consist of creating something new of value

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Course Outline: Entrepreneurship- MGT 421

Course Outline: Entrepreneurship- MGT 421 Semester: Feb - May 2012 Teacher: Mr Sultan Raza Course Objective: 1 To acquaint the students with the virtues of entrepreneurship for the society so as to enable them to consider it as one of the early or late career options 2

ENTREPRENEURSHIP FROM CHAPTER NO 1 TO 10 QUIZ 1

ENTREPRENEURSHIP FROM CHAPTER NO 1 TO 10 QUIZ 1 1 Any patents, trademarks , copyright or trade secrets held by the entrepreneur is known as 1 Disclosure document 2 Patent 3 Intellectual property 4 None of the mentioned 2 The organization will never be able to make the necessary changes without ____ 1 Top management commitment 2

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Introduction to Entrepreneurship Course instructor Prof Dr Dr Holger Patzelt Chair of Entrepreneurship Course objectives The course offers introductory lectures to the topic of entrepreneurship Topics include, but are not limited to, the following: Entrepreneurship and economic growth, entrepreneurial motivation and psychology, creativity,

Chapter 1 Entrepreneurship Development in India

Chapter 1 Entrepreneurship Development in India 11 Introduction - There are so many institutes and organizations which are involved in entrepreneurship development activities and there are people who join these programmes as a stepping stone to become entrepreneur It is a known fact that so many management institutes

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1 Hisrich R D, Peters M P, "Entrepreneurship" 8th Edition, Tata McGraw-Hill, 2013 2 Mathew J Manimala, "Enterprenuership theory at cross roads: paradigms and praxis"2nd Edition Dream tech, 2005 3 Rajeev Roy, "Entrepreneurship" 2nd Edition, Oxford University Press, 2011 4

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CHAPTER OUTLINE AND TEACHING NOTES

developing a spirit of entrepreneurship, called corporate entrepreneurship, within the existing organization D There are social, cultural, and business pressures for corporate entrepreneurship 1 Hypercompetition has forced companies to focus on new product development, increased productivity, and decreasing costs

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