

University of Pretoria Yearbook 2019

Corporate entrepreneurship 880 (IEE 880)

Qualification	Postgraduate
Faculty	Faculty of Engineering, Built Environment and Information Technology
Module credits	10.00
Programmes	MEng Technology and Innovation Management (Coursework) MSc Technology and Innovation Management (Coursework)
Prerequisites	No prerequisites.
Contact time	20 contact hours per semester
Language of tuition	Module is presented in English
Department	Engineering and Technology Management
Period of presentation	Semester 1 or Semester 2

Module content

Corporate Entrepreneurship (CE) or Intrapreneurship refers to the means by which an organisation revitalises itself and alters its competitive contour through embarking in entrepreneurial activities which focus on innovation. CE is one of the key tools to take organisations forward in an environment faced by global challenges. This module focuses on the fundamentals of CE, how to design an entrepreneurial organisation, building cultures to support technological intrapreneurship, business model innovation, organisational digital transformation, and how to enable continuous intrapreneurial performance within a corporation.

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