

University of Pretoria Yearbook 2022

Corporate entrepreneurship 880 (IEE 880)

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| Qualification | Postgraduate |
| Faculty | Faculty of Engineering, Built Environment and Information Technology |
| Module credits | 10.00 |
| NQF Level | 09 |
| 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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