



**The University of Texas at El Paso
College of Business Administration
Syllabus
MGMT 5314-001 Corporate Entrepreneurship (CRN 19343)
Fall 2018**

Instructor: Dr. Santiago Ibarreche

Office: Room COBA 248

Ph. 747-7756

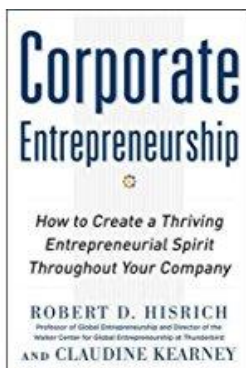
E-mail: sibarr@utep.edu

Office Hours: Monday and Wednesday from 10:30 a. m. to 12:00 p. m. through the semester and Tuesdays 4:00 p. m. to 5:25 p. m. at GBC from August 28 to October 6, 2018; or by Appointment.

Objective of this course:

Most courses in entrepreneurship concentrate in the entrepreneur as a person who starts a business. This course is designed to analyze, understand, develop, and manage environments in the corporate world that are or may become entrepreneurial environments. The course is divided in three stages: Managing Corporate Entrepreneurship; Organizing Corporate Entrepreneurship; and Operationalizing Corporate Entrepreneurship. The course will expose students to the latest knowledge in this field with lectures, readings, and films. They will also be exposed to the latest literature concerning different aspects of Corporate Entrepreneurship by analyzing and presenting to the class articles and films dealing with the subject.

Books and Materials:



Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company / Edition 1

By Robert Hisrich, Claudine Kearney

ISBN-13:9780071763165

Publisher: McGraw-Hill Professional Publishing

Publication date:08/17/2011

Pages:288

There will also be readings and films posted in Blackboard in this course page about several topics and articles that will be presented by the students during the class.

Process

There will be twelve sessions; activities for each session are detailed in the course content section of this syllabus. These meetings will take place in room 502 G of the Graduate Business Center from 5:30 to 9:30 p. m. on Tuesdays and from 8:00 a. m. to 12:00 a. m. on Saturdays. The session will be from August 28, 2018 to October 6, 2018.

Instructor will present lectures based on the text and additional topics through several media. In those cases where there is a guest lecturer students will receive advanced notice so that they could invite guests to these presentations.

Students shall be prepared for the topics of class. Students are asked to bring their experiences to class as part of the general process of learning.

Beginning on the eight session students will make presentations on the assigned articles; these presentations consist on evaluations and critiques of articles assigned and films selected by the instructor. Students will be evaluated in terms of their presentations and the written critiques presented the week after the final day of class. They will also be partially evaluated by their peers using a rubric that is in the Black Board page of the course.

A roster of presentations is posted on the class page in Blackboard.

Evaluation:

This course will be evaluated on a 100-point scale. The final letter grade for the course will be determined as follows: 90 points to 100 points corresponds to an “A”; 80 points to 89.99 points corresponds to a “B”; 70 points to 79.99 points corresponds to a “C”; and less than 70 points corresponds to a grade of “F.” Following is a table with points assigned to each activity:

Activity	Points
Oral Presentation of paper	15
Written Presentations of paper	25
Peer evaluation of presentation of paper presentation	10
Film Presentation	10
Film Report	20
Peer evaluation of presentation of Film presentation	10
Class Participation (Includes Questions to Presenters)	10
Total	100

Academic Dishonesty

The following are the standards for Academic Dishonesty at UTEP:

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students and on the home page of The Dean of Students at Student Affairs, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal among others.

Students with Disabilities

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP need to be contacted. If you have a condition, which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Disabled Student Services. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Campus Carry

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/> ; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.

Guidelines and Recommendations:

1. Be prepared for class discussion. Participate actively in the class and bring your own experiences.
2. If for any reason you will not be able to attend class, inform the instructor via mail at sibarr@utep.edu.
3. All written assignments should be sent using the BlackBoard page of the course. Include assignments as attachments using the following nomenclature for the file name:
 - a. In submission for the paper and film presentation name the file starting with a P for paper and F for film then a period, then your Last Name, then a period, and then your First Name. For example if I were the one sending the attachment on

the paper presentation, the file name would be P.Ibarreche.Santiago.xxxx (formats allowed include Word and pdf). The deadline for papers and films written submissions will be Saturday October 13, 2018 at 12:01 a. m..

If you want to send other communications or comments, start the subject line with MGMT5314 and then put your subject. Send this correspondence to my personal e-mail address: sibarr@utep.edu

Content and Activities:

Session and Date	Topic	Readings
1 - 08/28/18	Introduction to Corporate Entrepreneurship IDEAS IN ACTION Entrepreneurship and Corporate Entrepreneurship	Chapter 1
2 09/01/18	Behavioral Aspects of Corporate Entrepreneurship	Chapter 2
3 09/04/18	Understanding and Managing the Entrepreneurial Process Identifying, Evaluating, and Selecting Opportunities	Chapter 3 Chapter 4
4 09/08/18	Locating the Venture in the Organization Organizing the Venture	Chapter 5 Chapter 6
5 09/11/18	Controlling the Venture The Internal Politics of Venturing	Chapter 7 Chapter 8
6 09/15/18	Developing The Business Plan	Chapter 9
7 09/18/18	Selecting, Evaluating and Compensating Corporate Entrepreneurs	Chapter 10
8 09/22/18	Funding the Venture Implementing Corporate Venture in your Organization	Chapter 11 Chapter 12
9 09/25/18	Presentation of Papers and Films	
10 09/29/18	Presentation of Papers and Films	
11 10//02/18	Presentation of Papers and Films	
12 10/06/18	Presentation of Papers and Films	

Session and Date	Topic	Readings
Report due day of Final	Final Scheduled day for the semester; Written Submissions due at 12:01 a. m. on October 13, 2018	

The following is the list of assigned readings:

Last Name	First Name	Paper assigned
Arreola-Galvan	Pablo	Managing crowds in innovation challenges
Carrillo Alvarado	Dylan	Rise of the Startup City: The Changing Geography of the Venture Capital Financed Innovation
Chen	Xiaofei	Engaging with startups to enhance corporate innovation
Deifalla	Heba	The death of an innovative project: How grief recovery enhances learning
Elizondo	Dafne	Too Much of a Good Thing? Quality as an Impediment to Innovation
Galindo Leal	Andrea	Creating Incentives for Innovation
Garcia	Danielle	Why implementing corporate innovation is so difficult
Garcia	David	Corporate Venturing: The Origins of Unilever's Pregnancy Test
Garcia	Melissa	Engaging Employees as Social Innovators
Hernandez	Larry	Corporate accelerators: Building bridges between corporations and startups
Martin	Crystal	Democratizing Innovation and Capital Access: The Role of Crowdfunding
Martinez	Dania	Family Assets and Liabilities in the Innovation Process
Martinez	Enrique	Global Clusters of Innovation: LESSONS FROM SILICON VALLEY
Martinez	Mick	Innovation: Brand it or lose it - David Aaker
Olson	Kevin	The Start of Team Start-Ups: Collective Dynamics of Initiation and Formation of Entrepreneurial Teams
Perezares	Carlos	Family driven innovation: Resolving the paradox in family firms
Realyvazquez	Elias	
Ruiz	Mauro	Radical Innovation through internal corporate venturing
Saenz	Ryan	Accelerating Corporate Innovation: Lessons from The Venture Capital Model
Salazar	Francisco	How to manage crowdsourcing platforms effectively?
Sandoval Osio	Mariana	Embracing innovation as strategy- corporate venturing
Wong	Rene	Chez Panisse: BUILDING AN OPEN INNOVATION ECOSYSTEM

This is a plan, as in any plan there may be changes. Please be sure to check for announcements in the Blackboard section of this course.