

Formative assessment

- *Present and critically/ reflexively assess an entrepreneur in the context of her/ his firm. Consider the question whether her/ his style of entrepreneurship could be adopted in big corporate settings: structures, strategies, institutions (public or private sector ownership). You are welcome to write the assessment in the style of the e-tale, or as a more conventional annotated case study.*

What to do?

- Write a case study
- Traditional form or e-tale (narrative, dramatized story about an entrepreneur and her/his organization)
- What kind of entrepreneurship is it?
- Look up relevant definitions (entrepreneurship, organization, creativity, etc)

What to do?

- Categorize! (main ideas)
- What are the lessons from the case study for corporate settings (big, complex organizations)? What can be learned? How?
- You are very welcome to also use knowledge from your other modules, especially regarding strategy and structure – how can entrepreneurial style be transferred to such settings?

Conclusions

- Conclude your case: suggestions:
- Advantages and disadvantages of the presented entrepreneurial style in corporate settings
- What threats, what opportunities would it bring to a corporation?
- What are the limitations? What cannot be transferred?
- Making a difference: could the described entrepreneurial style change the world for the better, a little bit?
- Etc...