

# Corporate Entrepreneurship: Revision



# Exam preparation

- Identify key topics
- Re-read lecture slides
- Look at literature, also beyond the textbook
- Prepare outline essay answers that can be *adapted* to specific question (don't just follow prepared outlines!)
- Think of examples (from classes, mass media, journals, fiction)

# During the exam

- Read all questions before starting to write
- Draw up a rough outline of the answers before you start writing
- Manage your time; make sure you have enough time to address both questions
- Pay attention to your handwriting



# How to answer my questions

- Examples (from literature, research, experience, fiction) ***very important***: explain, argue, present and say how they illustrate argument
- Argue and explain your viewpoint

# Examples

- Cases
- Vignettes
- E-tales



# For high marks

- Contextualize
- Problematize
- Use critical reflection/  
sociological  
imagination



# Writing the answers

- Define key terminology
- A concise, to-the-point answer which contains the relevant parts is better than a rambling, repetitive one



“In the case of centralisation, higher ranked managers are in charge of decision-making. The higher ranked managers are the ones responsible for making the major decisions in the organisation. Centralisation is when management at the top of the organisation makes the decisions.” (Coursework excerpt)

# Lecture topics

1. Organizations
2. Entrepreneurship
3. Creativity
4. The entrepreneur as hero
5. Business entrepreneurship
6. Social entrepreneurship
7. Political entrepreneurship
8. Intellectual entrepreneurship
9. Heterotopias
10. The mutual economy





# Lecture 1: Organizations

- Organization as a thing
- Organization as a process – organizing

# Lecture 2: Entrepreneurship

- The history of entrepreneurship: from Richard Cantillon to Bengt Johannisson
- Entrepreneurship versus management
- The cultural context of entrepreneurship: what entrepreneurs can learn from national, regional, local culture, what they can learn from art and history – *the e-tale*
- Corporations as complex organizations: managed but can learn from entrepreneurship

# Lecture 3: Creativity

- Entrepreneurship is a form of creation in social medium, co-authorship
- Entrepreneurs are often good storytellers: ***the e-tale***; story with plot and context
- Role and implications of creativity – connection with lecture 9 – ***heterotopias!***
- Learning entrepreneurship ***is creative***: e-tales

# Lecture 4: The entrepreneur as hero

- Archetypes are recurring motifs, strong plots, that stimulate imagination
- The hero has a light and a dark side
- The entrepreneur is a social role based on the hero archetype
- Entrepreneurs are quite different from managers

# The 4 types of entrepreneurship

- Business
- Social
- Political
- Intellectual



- Corporations can learn different things from each of them, but not imitate any one completely
- The types can be combined (hybrids)

# Lecture 5: Business entrepreneurship

- A phase in lifecycle or permanent strategy
- An entrepreneurial organization promotes creativity and initiative
- Different kinds of business organizations, only some can be entrepreneurial

# Lecture 6: Social entrepreneurship

- Self-sufficient organizing with a primarily social aim
- Change agents in social sector
- Moral values and idealism
- Not the same thing as NGO or activism
- Double or tripple bottom line
- A balancing act

# Lecture 7: Political entrepreneurship

- Self-supporting organization, aimed at achieving political goals
- Social and political impact, influence policy
- Has to be sustainable
- Not the same thing as political party or activism
- Entrepreneurship as change



# Lecture 8: Intellectual entrepreneurship

- Self-actualization by entrepreneurship; creativity most important
- A creative use of cultural capital in organizational context, artistic values
- A special kind of entrepreneur – exceptionally creative
- What can corporations learn?
  - The art-firm and the knowledge enterprise
  - Education and citizen-scholarship

# Lecture 9: Heterotopias

- The difference between the entrepreneurial organization and managerialism
- ***Creativity*** and flow for entrepreneurship
- Intrapreneurship good but difficult to sustain
- Heterotopia: a different space for creativity
- Intrapreneurship through heterotopias

# Lecture 10: The mutual economy

- Mutual economy as entrepreneurial alternative for the future
- Radical change, relationships, diversity, recycling of managerial ideas
- Imagination

# Overarching Thesis

- It is not possible to have „corporate entrepreneurship“, but corporations can learn from entrepreneurs for better, more innovative, more humane management
- You can be of a different opinion, but you need to argue your point
- Always think in terms of what corporate management can learn from entrepreneurial activity/ spirit/ approach

# Good Luck

