

IO 3 - Corporate Entrepreneurship Training Programme

<p><b>Name of programme:</b> "Intrapreneurship Training for Employees/ students"</p>
<p><b>Name of the Module: <i>Intrapreneurial Mindset</i></b></p>
<p><b>Module Description</b></p> <p>Not everyone is a born entrepreneur, but entrepreneurship is also applied within established organisations – with the commitment of dedicated, creative employees with an intrapreneurial mindset. At the same time, intrapreneurship bears manifold opportunities for employees themselves. This module will introduce future intrapreneurs to the concept, benefits and challenges of intrapreneurship, highlights good practices and related leadership aspects.</p> <p>More specific, this module will:</p> <ul style="list-style-type: none"> <li>• Describe intrapreneurship and corporate entrepreneurship and figure out differences.</li> <li>• Trigger curiosity on the concept of intrapreneurship and its benefits and challenges</li> <li>• Present successful cases of intrapreneurship and how motivation and perseverance leads to great outcomes for both intrapreneur and company</li> <li>• Be introduced to Intrapreneurial leadership and ethical &amp; sustainable thinking as a learning orientation</li> </ul>
<p><b>Expected learning outcomes:</b></p> <p>Learning outcomes:</p> <p>Upon successful completion of this module, the training participants will</p> <ul style="list-style-type: none"> <li>- Be familiar with the contents of the course and what is expected of them.</li> <li>- Become motivated to participate in the course</li> <li>- Understand similarities and differences of entrepreneurship vs intrapreneurship.</li> <li>- Recognise the benefits and the challenges of intrapreneurship</li> <li>- Become motivated to pursue their intrapreneurial ideas</li> <li>- Believe that someone may influence themselves and other people to better the current state</li> <li>- Become aware of why it is important to persevere in intrapreneurial endeavours</li> <li>- Understand that their decisions will affect various stakeholders</li> <li>- Recognise that a good leader possess various virtues (such as being patient, motivate themselves and others, think ethically, show the path )</li> </ul> <p>This module contributes to the following SCOPE competences:</p> <p>CMEM1: Introducing the entrepreneurial mindset</p>

IO3 - Corporate Entrepreneurship Training Programme

This module contributes to the following EntreComp-Framework competences:

- Self-awareness and self-efficacy (2.1)
- Motivation and perseverance (2.2)
- Ethical and sustainable thinking (1.5)

**Contents:**

Face-to-face:

- Ice breaking activity designed to stimulate the intrapreneurial mindset
- Q&A Session
- Introduction to the contents
- Presentation of intrapreneurship definition and concept.
- Intrapreneurship vs Entrepreneurship. Presentation - Q&A
- Successful Case study and motivation.
- Q&A and Discussion to introduce intrapreneurial leadership
- Conclusion and E-learning Assignments

Session	Duration	Content
Ice Breaking	0,5 h	Warm up - Get to know each other
Session of expectations regarding the training	0,25 h	Q&A on what are the expectations regarding the participants of this course, what is considered a successful outcome for them, proposals for evaluation ( all of these facilitated by the trainer)
Training contents and Intrapreneurship definition	0,5 h	A brief presentation of the contents of the course, how it will be facilitated and what is expected by the participants - Presentation of an intrapreneurial motivation story.
Intrapreneurs, intrapreneurship & Corporate Entrepreneurship	0,5 h	Definition and concept- The connection with entrepreneurship

I03 - Corporate Entrepreneurship Training Programme

Self-awareness	0,75 h	Brief concept presentation –QA on Entrepreneurship vs Intrapreneurship “What suits you more?” – Discussion on concepts
Benefits and challenges of Intrapreneurship	0, 5 h	Brainstorming session on the benefits and challenges of intrapreneurs and discussion upon the matter
Motivation and Perseverance	0,75 h	Presentation of a successful Intrapreneurial Case study followed by Q&A to motivate and to showcase the importance of perseverance.
Introduction to Leadership	0,5 h	Q&A upon how an intrapreneurial leader should be self-aware, self-efficient, motivate themselves and others, think ethically and consider the sustainability of their intrapreneurial endeavour.
eLearning Assignment and Conclusions	0,25 h	Presentation of the eLearning exercises - Conclusions

E-learning:

- Assignment: 1) Analyse the benefits of intrapreneurship for an employee and reflect for yourself what would be your main reason to become an intrapreneur. In continuance, recall the challenges that intrapreneurs may face. For students: Which of those challenges do you expect to face as an intrapreneur? For employees: Which of those challenges apply to your working environment/organisation?
- Assignment 2: Find one case study of intrapreneurial success and write a report including :
  - 1) Describe the intrapreneurial idea, why was it successful? where did they get the inspiration from?
  - 2) Was there any setbacks? How did the intrapreneurs handle it? Do you agree? Will you have done in this way?
  - 3) Which were the stakeholders that were involved in this intrapreneurial project, how were they affected? By your opinion have they considered all the ethics and sustainability implications?

**Literature and relevant web sources**

--

I03 - Corporate Entrepreneurship Training Programme

Watch Aulet's [Understanding and Unlocking the Potential of Innovation, Entrepreneurship, and Intrapreneurship](#).

Entrepreneurship vs Intrapreneurship - [https://ebrary.net/3675/management/entrepreneurship\\_versus\\_intrapreneurship](https://ebrary.net/3675/management/entrepreneurship_versus_intrapreneurship)

L. Bosman and S. Fernhaber, Teaching the Entrepreneurial Mindset to Engineers, DOI 10.1007/978-3-319-61412-0\_2 – Chapter 2

Bacigalupo, M., Kampylis, P., Punie, Y., Van den Brande, G. (2016). *EntreComp: The Entrepreneurship Competence Framework*. Luxembourg: Publication Office of the European Union; EUR 27939 EN; doi:10.2791/593884 - <http://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/lfna27939enn.pdf>

Antonicic, B., & Hisrich, R. D. (2003). Clarifying the intrapreneurship concept. *Journal of small business and enterprise development*, 10(1), 7-24.

Moriano, J. A., Molero, F., Topa, G., & Mangin, J. P. L. (2014). The influence of transformational leadership and organizational identification on intrapreneurship. *International Entrepreneurship and Management Journal*, 10(1), 103-119.

Can you innovate in large organisations :  
<https://www.youtube.com/watch?v=6pm1bbLMqZE>

Don't quit your job to change the world - be an intrapreneur  
[https://www.youtube.com/watch?v=AnCc9\\_uQOkg](https://www.youtube.com/watch?v=AnCc9_uQOkg)

**Evaluation criteria:**

will be jointly defined for the whole course on the course description

**Trainers:**

The Greek trainer/s profile/s will be added once the trainings are scheduled.