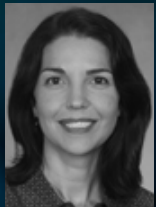


CE



Michelle Rogan

Professor of Strategy and Entrepreneurship,
UNC Kenan-Flagler Business School

■ From 2006 to 2017 she served as faculty at INSEAD. She holds a PhD in Strategy from London Business School. In 2013, she was a visiting scholar at Stanford Graduate School of Business. Michelle worked for several years as a management consultant at Accenture in San Francisco where she was involved in the implementation of large-scale change initiatives including corporate entrepreneurship efforts in global technology firms.

Corporate Entrepreneurship

Professor Michelle Rogan

For corporations to stay innovative and competitive, the ability to manage entrepreneurially is paramount. But how do you build new businesses inside established organizations?

Often the issue is not generating new innovative ideas, but rather how to eliminate organizational and structural obstacles.

Whether the purpose is starting new lines of business or new product units, setting up new practice areas or offices in new geographies, or perhaps creating new joint ventures, this course addresses the business building processes and its challenges.

One of the focus areas is to learn tactics for dealing with the social and political challenges to securing support for a new business idea. This includes the leadership challenges associated with innovation including recruiting and retaining entrepreneurial employees.

Learning Objectives

- Understand the principles of entrepreneurship and apply this knowledge to new entrepreneurial ventures
- Identify possible organizational design solutions to overcoming innovation problems inside established corporations
- Understand how and why entrepreneurship starts, why it fails and what can be learned from the mistakes of others

CORPORATE ENTREPRENEURSHIP

March-April, 2024

Time Schedule

Corporate Entrepreneurship is a two-months Executive MBA Course on March 7-8 with classes from 08.30 to 17.00.

Course Material

The course material consists of textbooks, case studies and articles.

Requirements

Students are required to attend all classes and to participate actively.

Preparations

Students are required to read all course material in advance.

Evaluation

Students will be graded on attendance and participation in class and on an individual paper.

ECTS Points

The Executive MBA Course in Corporate Entrepreneurship will earn you 4.5 ECTS points.

Tuition Fee

The tuition fee for the two-months Executive MBA Course in Corporate Entrepreneurship is DKK 25,000 exclusive of VAT.

Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at info@avt.dk