

# **MUO-E9009 - CORPORATE ENTREPRENEURSHIP AND DESIGN COURSE**

## **DESCRIPTION**

Corporate Entrepreneurship and Design course focuses primarily on entrepreneurial processes and practices within an existing corporation or enterprise and highlights how design, design thinking and design processes can be utilized to enhance entrepreneurial practice, as well as the benefits and challenges of instilling an entrepreneurial mindset and culture within an established organization.

Working methods are chosen to enrich and diversify discussions and team-based exploration by taking advantage of a range of disciplinary and cultural perspectives, capabilities and interests. Individual and group assignments are seen as an important collaborative vehicle, enabling participants to build on each other's' insights and ideas in a project-based generative learning environment. The course is designed on the premise that it's important to experiment with new design strategies, concepts and ideas, try different innovation approaches, and test the utility of different theories through practical application.

## **LEARNING OUTCOMES**

On successful completion of this course, students will be able to:

- Identify, validate and persuasively communicate the role and value of a design-centric approach in enhancing innovation processes and entrepreneurial practices in established corporations or organisations, including startups or young companies.
- Explore the benefits and challenges, including means and methods, of instilling a lean effectually driven entrepreneurial culture in organisations or corporations which are often causally driven.
- Evaluate the suitability and applicability of design, design-thinking and effectual action through comparative case-based analysis, investigation, illumination and speculative application.

## **CONTENT**

Detailed course contents, learning materials, reading lists and instructions (for individual/collective tasks and the group assignment) will be announced at the beginning of the course.

- Ries, Eric (2017). The Startup Way: Reinventing the Modern Company to Jumpstart Growth and Foster an Entrepreneurial Culture.
- Blank, S. (2013). Why the Lean Startup Changes Everything? Harvard Business Review. (May) p.01-09.

## **ASSESSMENT METHODS AND CRITERIA**

Participants benefit from a range of methods including theoretical insights, practical case-based illumination and exploration through individual and team-based assignments which take advantage of prior and aggregated course inputs.

The grade awarded will be determined on the basis of the quality of a team-based project and presentation, as well as level of individual preparation for, and active participation in the course.

Participants are expected to prepare for classes by undertaking the assigned, readings, individual

assignments, re-viewing video content, etc. the quality of class participation and group interaction will be used as supplementary input to the grading process.

Completion of all individual & group assignments and exercises.

The final grade will be awarded on a Team Basis.

- Team Presentation: 40%.

- Team Report: 60%

**COURSE SCHEDULE: 06.09.2022 - 13.10.2022**

**PRE-TASK: Read the following publications and familiarize yourself with one of the core aspects of the course.**

- Gilson, L. L., & Madjar, N. (2011). Radical and incremental creativity: Antecedents and processes. *Psychology of Aesthetics, Creativity, and the Arts*, 5(1), 21.

- Gilson, L. L., Lim, H. S., D'Innocenzo, L., & Moye, N. (2012). One size does not fit all: Managing radical and incremental creativity. *The Journal of Creative Behavior*, 46(3), 168-191.

**WEEK 1 (Task 1)**

**DESIGN THINKING AND EFFECTUATION**

Day 1: Tuesday, 6 September, 10:00 » 12:00 - Q101, Väre

Day 2: Thursday, 8 September, 10:00 » 16:00 - Jeti - A208d, A Grid

**WEEK 2 (Task 2)**

**ENTREPRENEURIAL (INNOVATION) PROCESSES AND PRACTICES**

Day 1: Tuesday, 13 September, 10:00 » 12:00 - Q101, Väre

Day 2: Thursday, 15 September, 10:00 » 16:00 - Q101, Väre

**WEEK 3 (Assignment)**

**DESIGNING STRATEGY: CORPORATE INNOVATION AND TRANSFORMATION – (CASE EXPLORATION)**

Day 1: Tuesday, 20 September, 10:00 » 12:00 - Q101, Väre

Day 2: Thursday, 22 September, 10:00 » 16:00 - Jeti - A208d, A Grid

**WEEK 4**

**FUTURE VISION, TRANSFORMATION AND CORPORATE ENTREPRENEURSHIP – (CASE EXPLORATION/OUTCOME)**

Day 1: Tuesday, 27 September, 10:00 » 12:00 - Q101, Väre

Day 2: Thursday, 29 September, 10:00 » 16:00 - F102, Väre

**WEEK 5**

**DOCUMENTATION- CASE EXPLORATION**

Day 1: Tuesday, 4 October, 10:00 » 12:00 - Q101, Väre

Day 2: Thursday, 6 October, 10:00 » 16:00 - Q101, Väre

**WEEK 6**

**STUDENT PRESENTATIONS**

Day 1: Tuesday, 11 October, 10:00 » 12:00 - Q101, Väre

Day 2: Thursday, 13 October, 10:00 » 16:00 - Q101, Väre

## **WORKLOAD**

5 ECTS, 135 hours (1 ECTS = 27 hours)

- Lectures and in class discussions: 20 hours
  - Team Workshops and Presentations: 30 hours
  - Tutoring Sessions: 10 hours
  - Individual & Group Assignments: 10 hours.
  - Reading and Reviewing Online Material (for blended learning session) 10 hours
  - Team-based (Case Analysis & Creative Synthesis) Project and Presentations: 55 hours
- Personal reflection time throughout the course accounts for up to 20% (approx., 27 hours) of the total working hours (135 hours).

## **TEACHERS**

Peter McGrory (Teacher in charge)

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