

Corporate Entrepreneurship & Design
IDBM CE&D, MUO–E9009, Period I (1). 06.09—13.10. 2022
5 cr (135 h)

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Learning Objectives & Anticipated Learning Outcomes
5 cr (135 h) ref.: MyCourses

identify, validate and persuasively
communicate through team-based exploration
the unique and complimentary **role and value**
of design (incl., a design-centric approach), in enhancing
innovation processes and **entrepreneurial** practices
in established corporations, organisations
and startups.

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this will be achieved
through systematic comparative case-based exploration
and **analysis** (i.e. reflection of the **past—present**)
incl., a progressive & transformative **synthesis**
(i.e. projection into the **future**).
ref.: three facets of Aalto's evolving strategy.

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course schedule/structure:

Inputs — Tuesday Mornings 10:00-12:00

lectures, presentations, in-class discussions ...

Throughputs — Thursday All Day 10:00-16:00

workshops, flipped classroom sessions ...

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weekly (personal) learning reflections

incl., active and ongoing participation in the course

Compulsory

team case presentation

40%

team case report

60%

compare & contrast between a corporation, organisation and startup (young company)

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weekly personal learning reflection (report) 1xA4

see template in MyCourses

what did you find was most interesting, insightful
and useful in the course this week?

what did you find was difficult to understand, comprehend
or appreciate in the course this week?

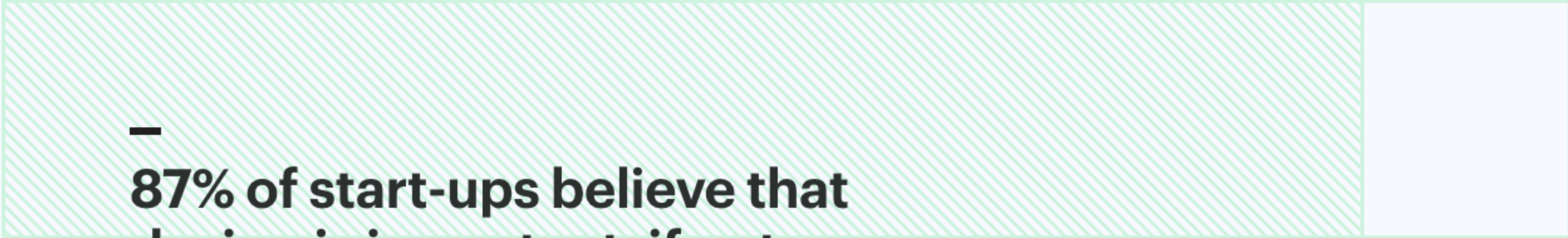
how are you progressing? team-wise?
case-wise? project-wise? this week?

The Future of Design in Start-Ups

2016

SURVEY RESULTS

Everyone agrees that design matters



–
87% of start-ups believe that design is important, if not very important



–
85% of start-ups have founders or C-level executives weigh in on design decisions.





The New Design Frontier

The widest-ranging report to date
examining design's impact on business

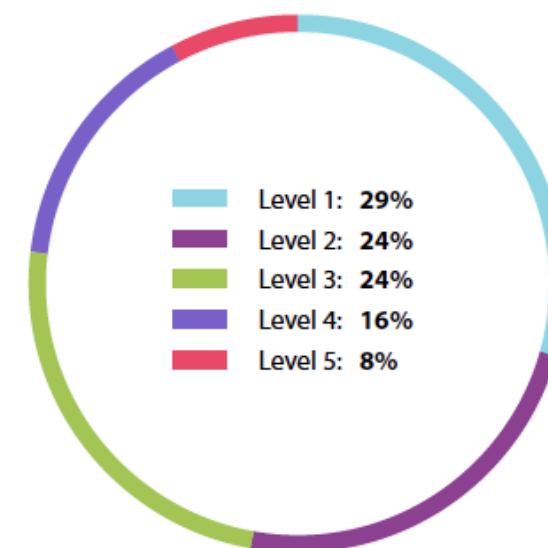


Maturity by company size

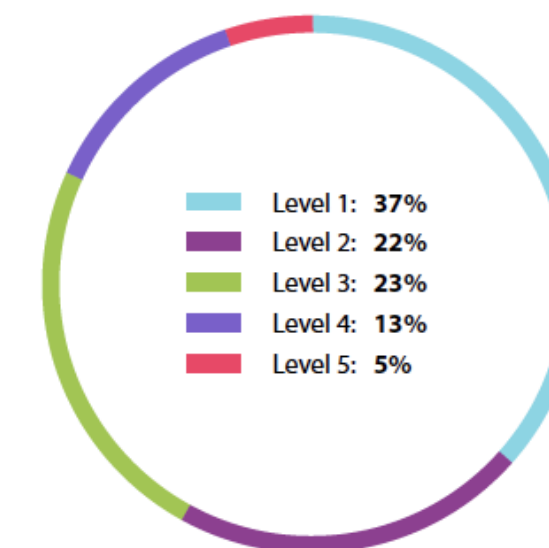
Larger organizations face a greater challenge in reaching design maturity, SMBs (10–99 employees) are twice as likely and micro-businesses (fewer than 10 employees) are three times as likely as large enterprises (1,000+ employees) to be Level 5.

Because of their complexity and scale, enterprises can be at a disadvantage relative to smaller, newer challengers, who may have prioritized design from their inception. For this reason, larger organizations have to be particularly thoughtful about how they integrate design into their business, focusing on strategy, collaboration, experimentation, and quality at scale.

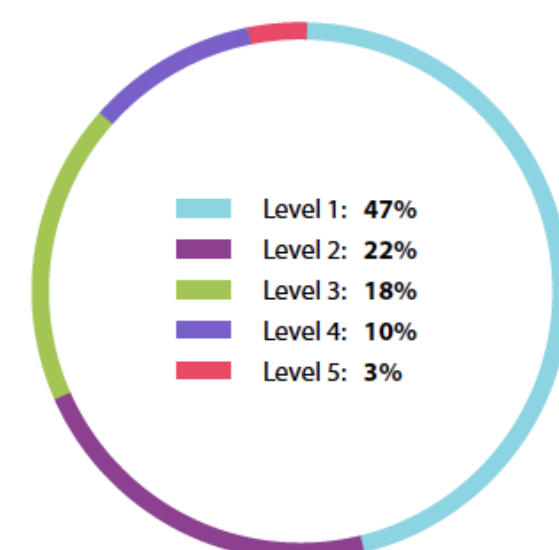
Micro (fewer than 10 employees)



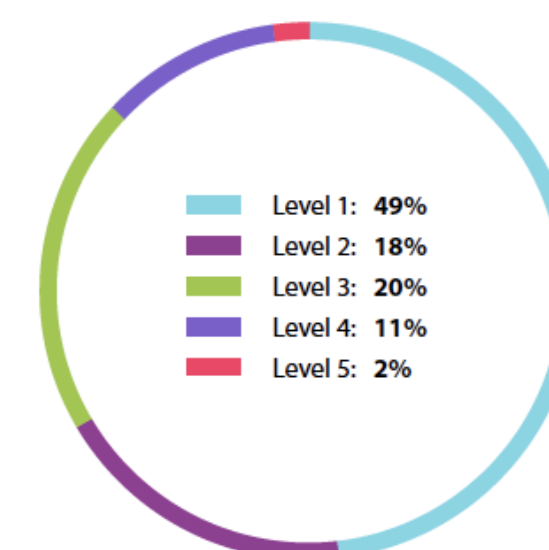
SMB (10-99 employees)



Mid-market (100-999 employees)



Large enterprise (1,000+ employees)



**Percentages have been rounded and may not equal 100%.*

