

Name : Strategic Entrepreneurship						
module/course code		Student workload	Credits (ECTS)	Semester	Frequency	Duration
IAB81005		510 (minutes/week)	4.53 ECTS	1	Odd	1x per semester
		Types of courses : Face to face Independent study Structured Tasks	Contact hours : 150 minutes/week		Independent study 360 minutes / week	Class size X students 15 students
1	Prerequisites for participation : ---					
2	Learning outcomes : After taking this course, students are expected to be able to: <div><div>1.</div><div>Explain the implementation of the concept of entrepreneurship at the strategic level company</div></div> <div><div>2.</div><div>Explain the differences in the characteristics of Small Medium Enterprise(UKM) and big companies in the context of the search for business opportunities and advantages compete</div></div> <div><div>3.</div><div>Explain the integration between concepts <i>An entrepreneurial mindset, an entrepreneurial culture and entrepreneurial leadership</i></div></div>					
3	Description : This course discusses the application of entrepreneurship and intrapreneurship principles and their practical implementation at the individual and corporate levels, which includes concepts, behaviors and skills for entrepreneurs in facing threats and taking advantage of business opportunities.					
4	Subject aims/Content : <div><div>1.</div><div>Explanation of the study contract</div></div> <div><div>2.</div><div>Strategic Entrepreneurship Concept</div></div> <div><div>3.</div><div><i>The Entrepreneurship-Strategic Management Interface (ESMI)</i></div></div> <div><div>4.</div><div>Discovery and Coordination in strategic management and entrepreneurship</div></div> <div><div>5.</div><div>Entrepreneurial strategy framework</div></div> <div><div>6.</div><div>Resource-Based Theory and corporate entrepreneurship</div></div> <div><div>7.</div><div>Limited resources in entrepreneurial companies</div></div> <div><div>8.</div><div><i>Bisociation, Discovery and entrepreneurial activity</i></div></div> <div><div>9.</div><div>Market uncertainty and learning process</div></div> <div><div>10.</div><div>Alternative models of entering a new business</div></div> <div><div>11.</div><div>Corporate entrepreneurship strategy <i>in perspective A knowledge-based theory</i></div></div> <div><div>12.</div><div>Network and alliance strategies in entrepreneurship</div></div> <div><div>13.</div><div>Cooperation network between SMEs and large companies</div></div>					

	14. Research agenda: international entrepreneurship
5	Teaching methods: Lectures are held face-to-face by lecturers for (150 minutes) x 14 meetings
6	Assessment methods: Group presentation 20% Individual contribution 10% MID-Term Exam 30% FINAL-Term Exam 40%
7	Other information e.g. bibliographical references : 1. Main: a) Hitt, MA, Ireland, RD, Camp, SM and Sexton, DL, 2001. Strategic entrepreneurship: Creating a New Mindset, Blackwell Publishing b) Frederick H., Donald F Kuratko, and Richard M. Hondgetts, 2006, Entrepreneurship; Theory Process Practice, Cengage Learning 2. Supporter a) Afuah, Allan.2014, Business model innovation: concepts, analysis, and cases, Routledge b) Gavin C. Reid, Julia A. Smith, 2000, What Makes a New Business Start-Up Successful?, Small Business Economics 2000 / 05 Vol. 14; Iss. 3 c) Hitt, MA, Ireland, RD, Camp, SM and Sexton, DL, 2001. Strategic entrepreneurship: Entrepreneurial strategies for wealth creation. Strategic management journal, 22(67), pp. 479-491. d) Ireland, RD, Hitt, MA and Sirmon, DG, 2003. A model of strategic entrepreneurship: The construct and its dimensions. Journal of management, 29(6), pp.963-989. e) Kuratko, DF and Audretsch, DB, 2009. Strategic entrepreneurship: exploring different perspectives of an emerging concept. Entrepreneurship Theory and Practice, 33(1), pp.1-17. f) Landström, Hans, Sexton, Donald L, 2008, The Blackwell handbook of entrepreneurship g) Wickham, PA, 2006. Strategic entrepreneurship. Pearson Education h) Alvarez, S. and Barney, J. (2000). Entrepreneurial capabilities: A resource-based view . In GD Meyer and KA Heppard (eds), Entrepreneurship as strategy: Competing on the entrepreneurial edge . Thousand Oaks, CA: Sage Publications, 63 81. i) Barney, JB 1986. Strategic factor markets: Expectations, luck, and business strategy. Management Science , (32) (10): 1231 41. j) Peteraf, MA 1993. The cornerstones of competitive advantage: A resource-based view. Strategic Management Journal , (14) : 179 91