

Course: ENTR 6037 Corporate Venturing

Credits: 2 credits

Prerequisites: MBA Student

Description

Corporate venturing (the process by which firms invest in, develop, launch and sustain new businesses) is an important source of organizational renewal and growth. This course will provide an overview of a broad range of venturing activities, including external venture capital investments as well as start-ups within the context of the established firm. The goal of this course is for students to understand the dynamics of corporate venturing, including when and where it is most likely to take place, as well as the factors that contribute to or inhibit venturing success.

Objectives

The course will address the following:

- New ventures in the corporate business-as-usual environment
- Corporate venture capital vs. in-house start-ups
- Opportunity identification
- New venture development and testing
- Going to market with the new venture
- New venture integration and portfolio management

Learning Outcomes

By the end of this course, students should be able to:

- Recognize the organizational factors that contribute to venturing success.
- Define the criteria used to determine entry into or exit from corporate ventures.
- Identify the attributes and management challenges of each venture stage.
- Understand the considerations involved in managing a venture portfolio.
- Competently communicate proposals for new ventures and venture portfolios.

Students will demonstrate their understanding of the above through a combination of class discussion, individual and group assignments, including:

- New venture proposal elevator pitches
- Case analyses
- A group project that proposes a portfolio of ventures to a corporation