

Intrapreneurship - Make your Business great again;-)

Format: Massive Open Online Course > no fees & 100% online

Platform & Course link: <https://mooc.house/bizmooc2018>

Start: 26.02.2018, 4-6 weeks depending on course track

- ✓ *You enjoy working in a company, but you miss the pioneering spirit?*
- ✓ *Do you have a great business idea, but you do not dare to take the risk alone and leave your current job?*
- ✓ *Do you see business opportunities at your workplace, but you do not know how to implement your ideas?*



Photo by Michaela Laemmler

Then you might be interested in taking this Massive Open Online Course, a MOOC, completely free of charge. It will provide you with tips and tools how to bring the entrepreneurial spirit to your organization, workplace or your team and boost your business through opportunity identification and exploitation.

Entrepreneurship is a buzzword of the new century, but not everyone is a born entrepreneur. Yet innovation and entrepreneurship also take place within companies ("Intrapreneurship") with the engagement and dedication of open-minded entrepreneurial employees and teams. Well-known examples include the Sony Playstation or Google's Gmail, and many more. The content of the course covers a clarification of the intrapreneurship concept, outlines its opportunities for companies and employees, and introduces different practical tools. It brings learners from different companies, countries and cultures together to jointly discuss changes and challenges, and work on intrapreneurial ideas.

The course is open and free for everyone and will be conducted completely online. As intrapreneurship can only function when management creates the right environment and employees follow the entrepreneurial spirit, the course addresses all business actors. Also external learners such as students, people between jobs, or just interested in the topic are highly welcome. Participants are invited to bring in their own ideas and develop a pitch strategy for a business opportunity in online collaborating teams.

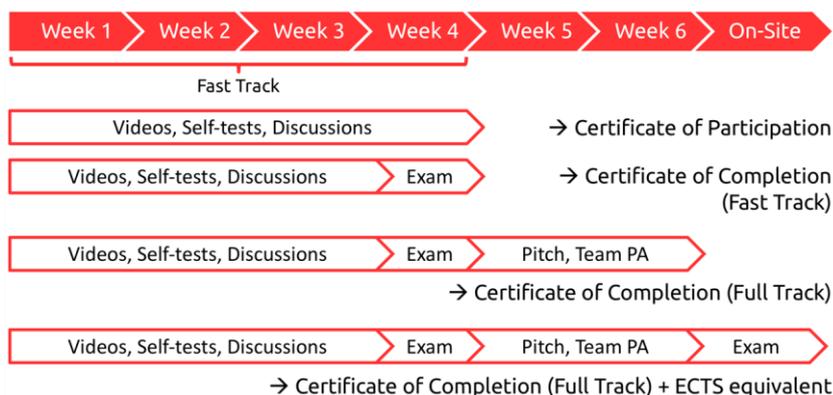
What will you learn about in this MOOC?

- ✓ understand the concept of intrapreneurship
- ✓ be familiarized with numerous examples of entrepreneurial organizations and intrapreneurship projects
- ✓ assess identified opportunities at work, develop your perception of business opportunities at work and convert problems or challenges into opportunities,
- ✓ identify stakeholders, target groups and sponsors of intrapreneurial projects,
- ✓ enhance understanding and ability to form coalitions around new business ideas,
- ✓ develop and deliver a pitch to the various audiences, including board of directors

How to learn? Learn by reading, watching videos, answering quizzes, participating in discussions and doing group work (presentation of an intrapreneurial pitch). The expert of each week and the e-moderator of the MOOC will support you through your learning experience. The main course language is English.

How much time do you need and what are my course options?

The course starts on 26th of February 2018 and runs over a period of 6 weeks (4 weeks of content and 2 additional weeks of practical transfer of the content learned). Approximately 5 hours of work per week. It is designed to allow flexibility. You can receive a different kind of credential depending on how much time and effort you will invest, see information below.



- ✓ *Week 1:* First information and insight into the concept of intrapreneurship. We learn about the concept, the benefits for employees and companies and run a short self-test. You will meet other learners and discuss inspiring examples of intrapreneurship.
- ✓ *Week 2* supports you in identifying ideas within a company and doing a first assessment about their applicability. You will have the chance to present your own ideas and provide feedback about other inputs.
- ✓ *Week 3* is focused on identifying key stakeholders of the intrapreneurial project, creating coalitions and finding sponsors for your idea. You will learn about challenges and risks of intrapreneurship and select one idea you want to develop further in the course with other learners.
- ✓ *Week 4* brings in the perspective of the company and suggests different approaches how employers can promote intrapreneurship. Next, you will select and apply tools from our intrapreneurial toolbox to further your idea and set the stage for entering the final "Pitch".
- ✓ *The Pitch (Weeks 5 & 6):* The MOOC culminates in the preparation and presentation of your intrapreneurial idea. You will have the chance to review other pitches and receive feedback about your idea.
- ✓ *Intrapreneurial Toolbox:* A repository of different popular and well-approved entrepreneurship tools, as well as new ones created specifically for this course. The tools can be used in different stages of our intrapreneurial adventure.

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