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## Corporate Entrepreneurship

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### LEARNING OUTCOMES

By the end of this chapter you should be able to:

- Explain what is meant by the term 'corporate entrepreneurship' and the basic schools of thought that have contributed to its development;
- Explain what is meant by the term 'entrepreneurial architecture', how it might be shaped and how it might lead to sustainable competitive advantage in the appropriate environment;
- Explain what is meant by the term 'learning organisation' and how it underpins the entrepreneurial architecture in a larger firm;
- Explain what is meant by the term 'entrepreneurial management' and the differences between it and traditional management;
- List the disciplines that contribute to this new area;
- Explain what an entrepreneurial culture means in an organisation;
- Explain how structures and size can encourage and contribute to the development of corporate entrepreneurship;
- Describe the balance between freedom and control needed in an entrepreneurial organisation and explain the dimensions on which it can be measured.