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SHORT COURSE: CORPORATE ENTREPRENEURSHIP AND INNOVATION CENI01-OS
MODE OF DELIVERY: ONLINE

DESCRIPTION

PROGRAMME PURPOSE

In the face of the current economic climate, with intensifying global competition and accelerating technological change, it is crucial for organisations to improve their ability to innovate and become more entrepreneurial. In order to do this, companies need to tap into the creative power of their employees.

Identifying, researching, analysing and bringing new products and services to market requires a team of competent individuals with business acumen and an entrepreneurial spirit. Managers and employees need to become both innovators and entrepreneurs in order to generate new ideas and for these initiatives to translate into profitability.

Managers need to have the requisite knowledge of concepts and tools if they want to foster a sustainable culture of entrepreneurship and innovation. This course assists students in developing a structured approach to understanding and managing corporate entrepreneurship and innovation.

This course explores the essence of corporate entrepreneurship; it gives perspective on the various dimensions and types of corporate entrepreneurship, with innovation always being an essential element. Creating and sustaining an entrepreneurial organisation is also covered.

The course, offered at an intermediate level, is aimed at managers in established companies wanting to unlock the entrepreneurial capabilities of all employees in order to set the organisation on a path of sustainable growth.

PROGRAMME OUTCOMES

On completion of this course, the qualifying candidate will be able to:

1.   Demonstrate an understanding of corporate entrepreneurship, its dimensions and the various types of corporate entrepreneurship.

2.   Demonstrate an understanding of innovation and its sources, types of innovation and approaches to innovation.
3.   Develop an innovation strategy, an innovation portfolio and mechanisms for measuring innovation.
4.   Integrate entrepreneurship in corporate strategy.
5.   Propose a structure for a company to accommodate entrepreneurship.
6.   Develop an entrepreneurial culture in a company.
7.   Lead sustainable entrepreneurial performance in a company.

PROGRAMME STRUCTURE

The following key topics are covered in the course:

- Introduction to corporate entrepreneurship
- Introduction to innovation
- Theory and practice of innovation
- Realising and sustaining corporate entrepreneurial performance.

MODULE DESCRIPTION

Online Short Course: Corporate Entrepreneurship and Innovation CENI01-OS.

ADMISSION REQUIREMENTS

Open enrolment. The minimum admission requirement is an NQF level 5 qualification, or equivalent. In addition, students should have at least three years' work experience. Proficiency in English is also a prerequisite.

English proficiency

Applicants are required to be proficient in English prior to admission to the course. Applicants whose first language is not English may be required to provide proof of proficiency.

ACCESS TO TECHNOLOGY

Milpark provides students with materials, resources, formative assessments (including online tests and quizzes), discussion opportunities and a number of administrative services as part of the *myMilpark* and *myCourses* online tuition and support environments. Course materials direct students to additional external resources in the form of links to downloadable documents, websites and videos.

Having access to the above online facilities is essential for efficient communication, learning and success. You will need continuous (daily) access to study, using the resources mentioned above, and to submit and receive your assignments.

Minimum system requirements:

1. Reliable internet connection with continuous access
2. Chrome web browser/Internet explorer/Firefox
3. Microsoft Word
4. MS Project 2013
5. The means to open and read PDF documents
6. The means to convert electronic files to PDF documents.
7. Email/cellphone for notification and communication.

STUDENT SUPPORT

Library Access

The Milpark Library provides access to e-books in a virtual library called Cyberlibris (Scholartext). Lecturers may create smart bookshelves per course or module for students to access (these shelves can contain prescribed and recommended books). Students can also create their own personal smart bookshelves containing resources for their studies. Having access to a digital library means that thousands of students can access books and resources from anywhere at the same time online. There is no need to make reservations and requests, and no limit to the time a student has to access a book. With Cyberlibris, students also have access to full-text resources via ProQuest (global), Ebsco (global) and Sabinet (South African publications), to assist with research and to enrich their learning experience. Access to the Library is included in the module fee.

Tutor

Comprehensive student support services are available. Students are provided with administrative support by Student Services. To assist with understanding content, students have access to tutors whom they can contact individually. Students who experience study and/or personal problems have access to a student counsellor. All support services are available to registered students via *myMilpark* (*myCourses*).

ASSESSMENT

An integrated approach to assessment is applied. The practical nature of the course is emphasised in all assessments.

The following are examples of assessments/activities you could be exposed to during your course:

• Online quiz or online test
• Individual and/or group assignments with open-ended questions
• Online discussion forums with other students and your course lecturer
• Watching videos and summarising the main points
• Reading and engaging with study material, articles or information on websites

- Researching a specific topic and summarising your findings.

The exact structure of your assessments will be communicated to you in a detailed assessment plan when the course commences. A minimum final mark of 50% will be required in order to complete the course successfully.

DURATION

This course will run over a period of four weeks; it runs from Tuesday to Monday every week.

CERTIFICATION

Upon successful completion of the course and internal assessments, candidates will be awarded the Short Course Certificate in Corporate Entrepreneurship and Innovation.

FURTHER STUDIES

Students who have successfully completed this short course certificate may articulate onto other short courses. Students may at any time apply for admission to any of Milpark's further or higher education qualifications, where they may be admitted, subject to the admission requirements of each qualification.

PRICING

The course fees include access to the online environment (including library services) for the full duration of the course, all study material, access to the lecturer online and one cycle of assessments.

DISCLAIMER

The content of this brochure is accurate at the time of going to print. Milpark Education reserves the right to change the course content due to changes in legislation, market requirements and other reasons. Notice of such changes will be published on our website.

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