

 **Columbia Business School**
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| EXECUTIVE EDUCATION

Coming in 2016

Mastering Corporate Entrepreneurship

An online course offered by Columbia Business School with Professor Rita McGrath



“ “ This course draws on the very latest thinking and research with respect to how new businesses are built today. ” ”

RITA MCGRATH
Faculty Director

Leading Strategic Growth
and Change

Mastering Corporate
Entrepreneurship

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Program Structure

Course #1

Explore and Ideate:
Creating Corporate
Startups

Course #2

Incubation:
Building Corporate
Startups

Course #3

Acceleration:
Launching Corporate
Startups

Mastering Corporate Entrepreneurship

is an on-line course offered by Columbia Business School that provides executives with the concepts, tools and application opportunities to dramatically enhance the effectiveness of their efforts to create new businesses from within their firms. Designed to address three core processes of corporate entrepreneurship – creating and honing ideas; incubating and testing ideas; and scaling the resulting initiatives to become real businesses – the course draws on the very latest thinking and research with respect to how new businesses are built today.

The overall experience is designed as three separate courses to maximize the flexibility for participants. Some will want to begin with the very first course, on finding great ideas and follow through the entire series. For others, they may have a great idea but need to learn more about incubation, prototyping and acceleration. For others still, they may have a project they believe is ready for the marketplace and want to develop scaling skills.

Each course is designed to extend over a six week period, with a break in between.

Who Should Participate?

Venture Team:

These are participants who will be going through the course material together with others from the same organization who are working on a common project. The work that will be done in the course is intended to be extremely practical and hands-on, with the result that as participants move through the segments they will be generating real value, with concrete business outcomes to be able to demonstrate at the conclusion of each module. It is recommended that teams be provided a

modest budget for doing prototyping, research and other customer needs identification activities but this is not required.

Venture Team Member:

These are participants who are not attending with a team from their organization, but who have a role to play in an innovation effort. They will be asked to work on a project that they are currently involved in. They will be grouped with other participants with individual cases.

Free Agent:

In some cases, participants will not be part of an organizational innovation team, but would still like to gain the skills and capabilities taught in this course. Sometimes this will be because they are jumping into a project mid-stream and have to come up to speed. In these cases, the participants will be working with case studies intended to help them master various course elements.

To continue your learning
with Rita online in Mastering
Corporate Entrepreneurship:

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