**wLiterature**

Szycher, M. (2019). *Szycher's Practical Handbook of Entrepreneurship and Innovation*. Boca Raton: Taylor & Francis.

ISBN: 978-1-351-73637-4.

pp. 3-236, 429-463, 491-504.

Use the digital version available in the online area.

[www.wittenborg-online.com/mod/resource/view.php?id=50349](http://www.wittenborg-online.com/mod/resource/view.php?id=50349)

**Tasks (self-study / homework)**

Read and prepare Chapters 9, 15, 17

**Aims**

**Corporate Entrepreneurship**

* Including aspects such as:
* What is corporate entrepreneurship?
* Theory of intrapreneurship
* Culture regarding innovation
* Commandments of intrapreneurship

**If you cannot innovate copy**

* Nothing is completely original
* Great artists steal!
* Don’t innovate, imitate!
* Commandments of imitation

**Knowledge-Intensive industries**

* Including aspects such as:
* Knowledge and technology intensive industries
* Knowledge-workers
* Knowledge management
* Knowledge intensive companies characterisation

**Assignment Week 3**

**1. DIKK versus Business Environments**

Describe in a total of some 200-250 words

The DIKK Approach (9.9.1, pp. 226-227) relates to the internal and external challenges of Business Environments (9.6, pp. 223-224). Elaborate why.

2. **Imagine you start a non-profit spin-off of WUAS in your country.**

Describe in a total of some 500 - 550 words the Ten Commandments of Imitation (p. 463) towards yóur entrepreneurial or intrapreneurial approach on how you start a non-profit spin-off of WUAS in your country.

Use your applied academic imagination and creativity.

3. **Hawson and yóur MBTI**

Reflect in a total of some 200-250 words on what you learn from Hawson’s Six Knowledge Worker Productivity Factors (p. 500) in relation to your MBTI (e.g. use chapter 6).