

MBAD 823: ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT

Submission date: 8/10 September 2018

“If large, well-established organisations do not succeed in fostering an entrepreneurial climate in the organisation, it will become increasingly difficult for them to compete in the rapidly changing and highly competitive business environment.”

Determine the state of corporate entrepreneurship (intrapreneurship) in your organisation (or an organisation of your choice), and draft a corporate entrepreneurial (intrapreneurial) strategy for the organisation. Provide full details of the **assessment**, the **proposed strategy** and the **implementation** of the strategy.

The length of the report may not exceed ten (10) A4-format typed pages, 1.5 line spacing and 12 font size.