



Teaching Aids: Models/Charts

Date: 26/11/2021

1. Class/Semester: Third Year/ V
2. Course: Management & Entrepreneurship for IT Industry
3. Course Code: 18CS51
4. Topic: Corporate/Social Entrepreneur &
5. Working Model (Photos/Charts):

The Corporate/Social Entrepreneur

Intrapreneurs need additional skills and attitudes

Opportunity Orientation / External Focus



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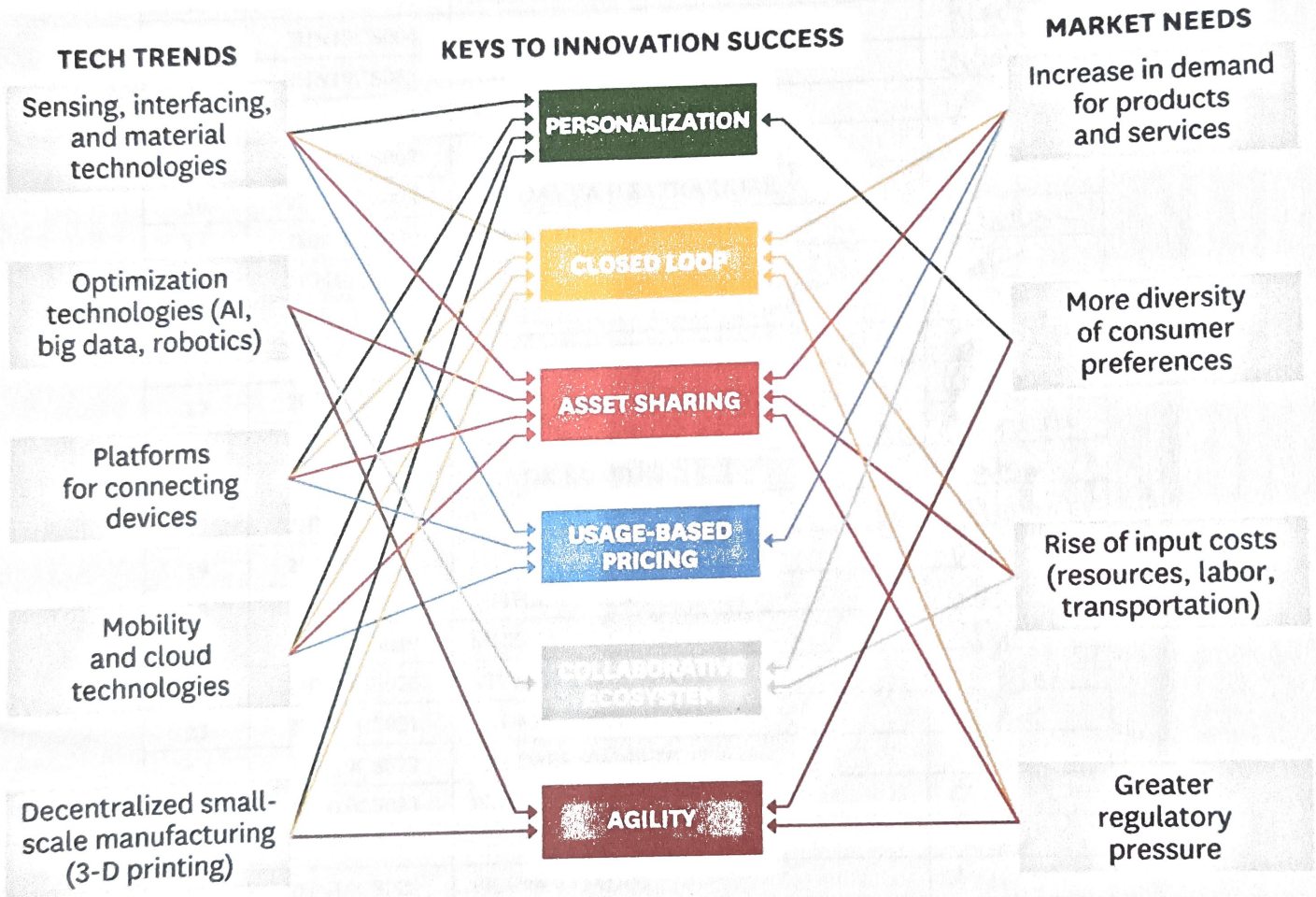
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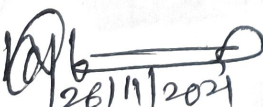
Linking Technology and the Market

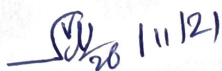
The six features that characterize successful innovation all link a recognized technology trend and a recognized market need. Trends were identified by an analysis of regularly published industry reports from think tanks and consulting companies such as the McKinsey Global Institute, PwC, and the Economist Intelligence Unit.



SOURCE: STELIOS KAVADIAS, KOSTAS LADAS, AND CHRISTOPH LOCH FROM "THE TRANSFORMATIVE BUSINESS MODEL," OCTOBER 2016

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28/11/2021
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