

Teaching idea portfolio management in higher education: a case study

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ABSTRACT

Unlike traditional entrepreneurship studies in higher education that focus on start-up businesses, intrapreneurship represents the new product/service initiatives within ongoing organization. The methods and organizational needs are often more defined and follow a shared responsibility among the various functional-level departments, especially between research and development and the commercial, or business development entity.

Teaching intrapreneurship in higher education is not a recent development, but the topical area is often avoided in MBA and the Masters of Science in Marketing curricula because of a focus on entrepreneurship.

This presentation reports the findings of a 5-year initiative teaching intrapreneurship at the MBA/Masters level as part of a domestic institution's marketing program and in modular form in several international venues. This presentation should be of acute interest among academics who wish to consider intrapreneurship education in MBA programs.