

## ASSESSMENT CRITERIA – TAKE-HOME EXAM CORPORATE ENTREPRENEURSHIP

Because of the open essay format, it is difficult to spell out the assessment criteria for the take-home exam with exact precision. A sample of potential essay themes can be found on the course web, in the document 'Sample of essay themes, Corporate Entrepreneurship'. As indicated by the diversity of potential themes, there is no standard structure that you need to adhere to. However, the hand-in should be no longer than 20 pages (font size 12, double-spaced, references not included).

Generally speaking, whatever you decide will be the theme(s) of your hand-in, there should be a connection to the main topics or issues we have dealt with in the course. You may use those topics or issues as a starting point for your essay, to then move into any related issues you would like to explore at greater length (e.g., "it is clear that most companies should be well-served by promoting intrapreneurship, but one issue we have only touched upon is how much and what type of intrapreneurship they should be engaged in"). You may also decide to stick to a specific theme(s) or issue(s) we have dealt with, and write about what you have found out throughout the course and also your personal thoughts about it ("it is obvious that framing is an important part of the intrapreneur's tool kit, and it has many facets existing and potential intrapreneurs should be aware of").

Whatever the theme(s) you decide to write about, three main criteria will be used for assessing the quality of your hand-in:

### (1) Your level of engagement with the theme

Your level of engagement with the theme can be shown in several ways, most notably by making connections to the articles, cases, and learning points that you have been exposed to throughout the course. Alternatively, or in parallel, it can be shown by engaging in the search for complementary information from elsewhere that speaks to your chosen theme.

It is not a requirement that you use formal referencing to various types of scientific publications – the relevance of doing that depends on the theme you have chosen – but you can do so if it helps understand your train of thought. You may also use any examples from the corporate world you would know of or have identified in the process of writing the essay. In that case, use your judgment to decide whether it is relevant to cite a formal source or not (for example, it is generally known that Tesla has been one of the pioneers in the electric vehicle industry, no reference needed in that case).

### (2) Perspective taking

Perspective taking is about your ability to view and elaborate on any theme(s) or issue from several and perhaps opposing perspectives ("many companies have used structural separation of newstream initiatives to their advantage, but it must be remembered that it can also introduce significant complications at the stage of re-integration with the mainstream"). A good analogy would be what you would do with an unfamiliar object that you pick up during a walk along the seashore – you would (most likely) view and explore it from different angles, trying to figure out what it is and where it came from. Translated into the context of your essay, you should write about whatever discoveries you make by taking those different perspectives.

### (3) Learning

This point is concerned with the extent to which your essay signals that you have learnt something from the course and by writing the essay. In essence, and in large part reflecting your level of engagement and perspective taking, it is about going beyond a mere review and account of the topics and issues that we have dealt with throughout the course. If applicable, you may conclude the essay

by going through your main learning points from engaging with and writing about your selected theme(s). Also here, your personal touch and reflections around these learning points are valued.