



## Intrapreneurship (Corporate Entrepreneurship) in Arla

Are you a passionate student who loves working with subjects of Entrepreneurship?

My name is Maria and I am an HR Consultant in the Talent Acquisition department in our Headquarters in Viby. I have international professional experience and a diverse commercial background. Entrepreneurship is in my blood, as I have initiated and developed various entrepreneurial ventures. My responsibility in Arla is to design and run the International Graduate and Internship Programmes, delivering a blended learning experience. I am working closely with young talents, our potential future leaders, throughout our training, coaching sessions and workshops. My personal mission is to equip and develop young people with knowledge, experience and tools to enable them to achieve their full potential and instil an entrepreneurial mind-set.

As a thesis advisor I will collaborate with you to co-create your thesis, and I will open channels for you towards various stakeholders within the organisation to enable your research. You can count on my support and mentoring both academically and professionally. As a side benefit from our cooperation you will receive valuable practical tools for your learning, business acumen and for presenting (selling) your findings.

### The project we offer you:

At Arla Foods we create and are innovative in building competencies, products

and market relationships! This is part of our Character and Values.

We want to enable entrepreneurial behaviour to be expressed and developed in our corporate environment. Encouraging creative people to behave as entrepreneurs - regardless of the level or the organisational function they are in - will enhance them to take responsibility in solving problems, see the opportunities and be innovative in every way. The project is about identifying the Arla Intrapreneurs and creating a framework to support these corporate change-makers in the process of materialising their ventures within Arla (apart from our Innovation Center).

### The deliverables

- Defining the characteristics of an Arla Intrapreneur
- Create a process model to guide Intrapreneurial behaviour

Key concepts for this topic are: Intrapreneurship, Entrepreneurship, Innovation, Business Models, and Opportunity Exploitation. We will co-decide the narrow scope of the project, depending on your interest, as it can be approached in different ways.

### Student qualifications

The below skills would be highly appreciated:

- Entrepreneurial mindset
- Business Acumen
- Resilience

### How can you apply?

You can apply regardless of your field for this thesis topic. Please send a synopsis and your CV to [thesis@arlafoods.com](mailto:thesis@arlafoods.com) no later than November 1 2015 with the subject name "08 MARPJ". You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 13 2015.