



**Name of the Case: Corporate Culture**

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**Teaching Note:**

This mini case can be used to teach Human Resource Management or Organizational Development in any course on entrepreneurship. Culture is a very important aspect in any organization and when an entrepreneur is in the process of setting up a new venture, it is essential to understand what might be suitable to the enterprise at the initial stage and later, as it grows. The culture in an organization begins with the founding team and this case specifically addresses aspects of team building in a new venture.

**The Case:**

You are on the founding team of a new web-based company that makes massively multiplayer on-line games. There are currently 5 engineers in your company, but you anticipate growing to 50 people within a year.

What type of culture do you want to create in your business? What will you do to make this culture come to life? How do you make sure that culture is sustainable as the company grows?