

**DEREE COLLEGE SYLLABUS FOR: MG 2062 INTRODUCTION TO ENTREPRENEURSHIP
MANAGEMENT**

(Updated Fall 2021)

**UK LEVEL: 4
UK CREDITS: 15
US CREDITS: 3/0/3**

PREREQUISITES:

None

CATALOG DESCRIPTION:

The significance of entrepreneurship to an economy. Theory and practice of entrepreneurship in start-ups and in established organizations. Entrepreneurial behaviors and challenges.

RATIONALE:

This course provides the necessary foundations for understanding the context, challenges, nature and process of entrepreneurial thinking and practice inside and outside organizations.

LEARNING OUTCOMES:

Upon successful completion of the requirements for this module, the student will be able to:

1. Describe and explain the context, nature and scope of entrepreneurship
2. Describe and explain theoretical and practical approaches to entrepreneurship
3. Describe and explain behaviours, and challenges relevant to entrepreneurship

METHOD OF TEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures, interactive learning (class discussions) and practical problems solved in class.
- Lectures: Lectures are devoted to presentation of various key-topics in entrepreneurship literature and practice
- Case-studies are assigned as homework, the solutions of which are reviewed in class.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of blackboard, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.

ASSESSMENT:

Summative:

First Assessment: Mid-term Examination (1-hour, essay type)	40
Final Assessment: Final Examination (2-hour, essay-type)	60

Formative:

Research articles discussion, Case-studies	0
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The formative assessments aim to prepare students for the midterm and final examination.

	<p>The mid-term examination tests Learning Outcomes 1 and 2. The final examination tests Learning Outcomes 1, 2 and 3.</p> <p>The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for the module is 40 or higher, students are not required to resit any failed assessments.</p>
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Kuratko, D. (2017). <i>Entrepreneurship: Theory, process, and practice</i>. Cengage Learning.</p> <p>RECOMMENDED READING:</p> <p>A. BOOKS</p> <p>Collins, J., (2001), <i>Good to Great</i>, Harper Business, New York. Hisrich, R. D. (2016). <i>Advanced introduction to entrepreneurship</i>. Edward Elgar Publishing.</p> <p>Keeley, Larry, et al., <i>Ten Types of Innovation</i>, Hoboken: John Wiley & Sons, 2013.</p> <p>B. ARTICLES</p> <p>Ahlers, G. K., Cumming, D., Günther, C., & Schweizer, D. (2015). Signaling in equity crowdfunding. <i>Entrepreneurship theory and practice</i>, 39(4), 955-980.</p> <p>Antoncic, B. (2020). Entrepreneurship/Intrapreneurship, Personality Correlates of. <i>The Wiley Encyclopedia of Personality and Individual Differences: Personality Processes and Individual Differences</i>, 143-147.</p> <p>Austin J, Stevenson H and Wei-Skillern J (2006) Social and commercial entrepreneurship: Same, different, or both? <i>Entrepreneurship: Theory and Practice</i> 30(1): 1–22.</p> <p>Bhave MP (1994) A process model of entrepreneurship venture creation. <i>Journal of Business Venturing</i> 9(3): 223-242.</p> <p>Blank, S. (2017). Why the lean start-up changes everything. <i>Harvard business review</i>. 91(5), 63-72.</p> <p>Bluedorn AC and Martin G (2008) The time frames of entrepreneurs. <i>Journal of Business Venturing</i> 23(1): 1-20.</p> <p>Burgelman, R. A. (2012). Managing the internal corporate venturing process. <i>Sloan Management Review (Winter 1984)</i>.</p> <p>Bruton, G, Filatotchev, I, Si, S and Wright M (2013) Entrepreneurship and strategy in emerging economies. <i>Strategic Entrepreneurship Journal</i> 7(3): 169–180.</p> <p>Carland, J. W., Hoy, F., Boulton, W. R., & Carland, J. A. C. (1984). Differentiating entrepreneurs from small business owners:</p>

A conceptualization. *Academy of management review*, 9(2), 354-359

De Cock, R., Bruneel, J., & Bobelyn, A. (2020). Making the lean start-up method work: the role of prior market knowledge. *Journal of Small Business Management*, 58(5), 975-1002.

Finkle, T. A. (2012). Corporate Entrepreneurship and Innovation in Silicon Valley: The Case of Google, Inc. *Entrepreneurship Theory and Practice*, 36(4), 863-884.

Foss NJ, Lyngsie J, and Zahra SA (2013) The role of external knowledge sources and organizational design in the process of opportunity exploitation. *Strategic Management Journal* 34(12): 1453-1471.

Frederiksen, D. L., & Brem, A. (2017). How do entrepreneurs think they create value? A scientific reflection of Eric Ries' Lean Startup approach. *International Entrepreneurship and Management Journal*, 13(1), 169-189.

Garud R and Giuliani AP (2013) A narrative perspective on entrepreneurial opportunities. *Academy of Management Review* 38(1): 157–160.

Gedajlovic E, Honig B, Moore C, Payne T and Wright M (2013) Social capital and entrepreneurship: A schema and research agenda. *Entrepreneurship Theory and Practice* 37(3):455-478.

Johns G (2006) The essential impact of context on organizational behavior. *Academy of Management Review* 31(2): 386-408.

Leitch, C. M., & Volery, T. (2017). Entrepreneurial leadership: Insights and directions. *International Small Business Journal*, 35(2), 147-156.

López-Núñez, M. I., Rubio-Valdehita, S., Aparicio-García, M. E., & Díaz-Ramiro, E. M. (2020). Are entrepreneurs born or made? The influence of personality. *Personality and Individual Differences*, 154, 109699.

Packard, M. D., & Burnham, T. A. (2021). Do we understand each other? Toward a simulated empathy theory for entrepreneurship. *Journal of Business Venturing*, 36(1), 106076.

Rasmussen, E., Mosey, S. and Wright., M. (2011). The evolution of entrepreneurial competencies: A longitudinal study of university spin-off venture emergence. *Journal of Management Studies*, 48(6), 1314-1345.

Sarasvathy, S. D., & Venkataraman, S. (2011). Entrepreneurship as method: Open questions for an entrepreneurial future. *Entrepreneurship theory and practice*, 35(1), 113-135.

Short, J. C., Ketchen, D. J., Shook, C. L., & Ireland, R. D. (2009). The concept of "opportunity" in entrepreneurship research: Past accomplishments and future challenges. *Journal of Management*. 36(1): 40-65.

Tajeddini, K., & Mueller, S. L. (2012). Corporate entrepreneurship

	<p>in Switzerland: evidence from a case study of Swiss watch manufacturers. <i>International Entrepreneurship and Management Journal</i>, 8(3), 355-372.</p> <p>Ucbasaran D, Westhead P and Wright M (2001) The focus of entrepreneurial research: Contextual and process issues. <i>Entrepreneurship: Theory and Practice</i> 25(4): 57-80.</p> <p>van Gelderen, M., Kautonen, T., Wincent, J., & Biniari, M. (2018). Implementation intentions in the entrepreneurial process: concept, empirical findings, and research agenda. <i>Small Business Economics</i>, 51(4), 923-941.</p> <p>Zahra SA and Wright M (2011) Entrepreneurship's next act. <i>Academy of Management Perspectives</i> 25(4):67-83.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Use of appropriate academic conventions as applicable in oral and written communications.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>MS Office</p>
<p>WWW RESOURCES:</p>	<p>http://www.aimresearch.org/ http://www.aomtim.org/ http://www.springer.com/business+%26+management/entrepreneurship/journal/13731 http://academic-conferences.org/ecie/ecie2014/ecie14-home.htm</p>
<p>INDICATIVE CONTENT:</p>	<ol style="list-style-type: none"> 1. Introduction to the Nature of Entrepreneurship 2. The Vital Role of Entrepreneurship in the Economy 3. Enterprising individuals and entrepreneurial organizations 4. Ethics in entrepreneurship 5. Corporate entrepreneurship and the quest for innovation 6. The entrepreneurial process 7. Opportunity recognition and selection 8. Competitive advantage 9. The Business plan 10. Entrepreneurial marketing 11. Financing entrepreneurial ventures 12. Entrepreneurial growth 13. Social entrepreneurship