

**DEREE COLLEGE SYLLABUS FOR: MG 4155 ENTREPRENEURSHIP THEORY**

(Previously MG 4255 Entrepreneurship Theory)  
 (Updated Fall 2021)

**UK LEVEL: 6**  
**UK CREDITS: 15**  
**US CREDITS: 3/0/3**

<b>PREREQUISITES:</b>	MG 3019 Corporate Entrepreneurship and Innovation								
<b>CATALOG DESCRIPTION:</b>	Theoretical analysis of entrepreneurship, utilizing a multidisciplinary approach to examine enterprise creation and the entrepreneur. Emphasis on economic, sociological, psychological, and political theories of entrepreneurship.								
<b>RATIONALE:</b>	This course provides a theoretical and multidisciplinary perspective of entrepreneurship by introducing the student to a rich body of theories, models and frameworks that attempt to explain the entrepreneurial experience. By drawing upon economic, sociological, political and psychological theories of entrepreneurship, the student develops a holistic view and critical stance towards entrepreneurship as a field of research.								
<b>LEARNING OUTCOMES:</b>	<p>As a result of taking this course, the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Assess the key issues, challenges and significance of entrepreneurship research to the business world.</li> <li>2. Analyze theories from various scientific fields, and evaluate their relevance in understanding and predicting entrepreneurial behavior.</li> <li>3. Integrate multidisciplinary approaches to entrepreneurship into a holistic framework.</li> </ol>								
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the College, the following tools are used:</p> <ul style="list-style-type: none"> <li>➤ Classes consist of lectures, case studies, problem solving, and in-class discussion of related material.</li> <li>➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor in order to consult and discuss issues related to the course content.</li> <li>➤ Use of blackboard, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.</li> </ul>								
<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table border="1" data-bbox="613 1633 1357 1766"> <tr> <td>First Assessment: Mid-term Examination (1-hour, essay-type)</td> <td>30%</td> </tr> <tr> <td>Final Assessment: Written Project (individual, 2,900-3,300 words)</td> <td>70%</td> </tr> </table> <p><b>Formative:</b></p> <table border="1" data-bbox="613 1822 1357 1923"> <tr> <td>Short project proposal</td> <td>0%</td> </tr> <tr> <td>Presentation and discussion of research articles</td> <td>0%</td> </tr> </table> <p>The formative assessments aim to prepare students for the</p>	First Assessment: Mid-term Examination (1-hour, essay-type)	30%	Final Assessment: Written Project (individual, 2,900-3,300 words)	70%	Short project proposal	0%	Presentation and discussion of research articles	0%
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	<p>project and the final examination. The midterm examination tests Learning Outcomes 1 and 2. The written project 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><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED READING:</b></p> <p>Carter, S. and D. Jones-Evans, (Eds.). (2014). . <i>Enterprise and Small Business: Principles, Practice and Policy</i>. Prentice-Hall, London.</p> <p><b>RECOMMENDED READING:</b></p> <p><b>A. BOOKS</b></p> <p>Greene, F. J. (2020). <i>Entrepreneurship theory and practice</i>. Red Globe Press.</p> <p>Baum, J. R., Frese, M., &amp; Baron, R. A. (Eds.). (2014). <i>The psychology of entrepreneurship</i>. Psychology Press.</p> <p><b>B. ARTICLES</b></p> <p>Achtenhagen, L., Melin, L., &amp; Naldi, L. (2013). Dynamics of business models–strategizing, critical capabilities and activities for sustained value creation. <i>Long range planning</i>, 46(6), 427-442.</p> <p>Aldrich, H. E. (2012). The emergence of entrepreneurship as an academic field: A personal essay on institutional entrepreneurship. <i>Research Policy</i>, 41(7), 1240-1248.</p> <p>Alvarez, S. A., &amp; Barney, J. B. (2013). Epistemology, opportunities, and entrepreneurship: Comments on Venkataraman et al.(2012) and Shane (2012).<i>Academy of Management Review</i>, 38(1), 154-157.</p> <p>Asemokha, A., Musona, J., Ahi, A., Torkkeli, L., &amp; Sareenketo, S. (2021, January). Business Model Innovation in the Internationalization of SMEs: The Role of Causation and Effectuation. In <i>Proceedings of the 54th Hawaii International Conference on System Sciences</i> (p. 5059).</p> <p>Bull, I., &amp; Willard, G. E. (1993). Towards a theory of entrepreneurship. <i>Journal of business venturing</i>, 8(3), 183-195.</p> <p>Brown, R., &amp; Mason, C. (2017). Looking inside the spiky bits: a critical review and conceptualisation of entrepreneurial ecosystems. <i>Small Business Economics</i>, 49(1), 11-30.</p> <p>Chandler, G. N., DeTienne, D. R., McKelvie, A., &amp; Mumford, T. V. (2011). Causation and effectuation processes: A validation study. <i>Journal of Business Venturing</i>, 26(3), 375-390.</p>

Chwolka, A., & Raith, M. G. (2012). The value of business planning before start-up—A decision-theoretical perspective. *Journal of Business Venturing*, 27(3), 385-399.

Dutta, D. K., & Crossan, M. M. (2005). The nature of entrepreneurial opportunities: understanding the process using the 4I organizational learning framework. *Entrepreneurship Theory and Practice*, 29(4), 425-449.

Gruber, M. (2007). Uncovering the value of planning in new venture creation: A process and contingency perspective. *Journal of Business Venturing*, 22(6), 782-807.

Gupta, P., Chauhan, S., Paul, J., & Jaiswal, M. P. (2020). Social entrepreneurship research: A review and future research agenda. *Journal of Business Research*. 113, 209-229.

Hersel, M. C., & Webb, J. W. (2018, July). The Concepts of 'Risk' And 'Uncertainty' In Entrepreneurship Research: A Critical Review. In *Academy of Management Proceedings* (Vol. 2018, No. 1, p. 17120). Briarcliff Manor, NY 10510: Academy of Management.

Hughes, D. J., Lee, A., Tian, A. W., Newman, A., & Legood, A. (2018). Leadership, creativity, and innovation: A critical review and practical recommendations. *The Leadership Quarterly*, 29(5), 549-569.

Lehner, O. M., & Kansikas, J. (2012). Opportunity recognition in social entrepreneurship a thematic meta analysis. *Journal of Entrepreneurship*, 21(1), 25-58.

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

Massa, L., Tucci, C. L., & Afuah, A. (2017). A critical assessment of business model research. *Academy of Management Annals*, 11(1), 73-104.

Marvel, M. R., Davis, J. L., & Sproul, C. R. (2016). Human capital and entrepreneurship research: A critical review and future directions. *Entrepreneurship Theory and Practice*, 40(3), 599-626.

Mehta, M. (2020). Effect of leadership styles on corporate entrepreneurship: a critical literature review. *Organization Development Journal*, 38(2), 65-74.

O'Brien, E., & Hamburg, I. (2019). A critical review of learning approaches for entrepreneurship education in a contemporary society. *European Journal of Education*, 54(4), 525-537.

Renko, M., Shrader, R. C., & Simon, M. (2012). Perception of entrepreneurial opportunity: a general framework. *Management Decision*, 50(7), 1233-1251.

Welter, F. (2011). Contextualizing entrepreneurship—conceptual challenges and ways forward. *Entrepreneurship Theory and Practice*, 35(1), 165-184.

Zahra SA (2007) Contextualizing theory building in

	entrepreneurship research. <i>Journal of Business Venturing</i> , 22(3): 443-452.
<b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)	<b>REQUIRED MATERIAL: N/A</b> <b>RECOMMENDED MATERIAL: N/A</b>
<b>COMMUNICATION REQUIREMENTS:</b>	Use of appropriate academic conventions as applicable in oral and written communications.
<b>SOFTWARE REQUIREMENTS:</b>	MS Office
<b>WWW RESOURCES:</b>	<a href="http://www.aimresearch.org/">http://www.aimresearch.org/</a> <a href="http://www.aontim.org/">http://www.aontim.org/</a> <a href="http://www.springer.com/business+%26+management/entrepreneurship/journal/13731">http://www.springer.com/business+%26+management/entrepreneurship/journal/13731</a> <a href="http://academic-conferences.org/ecie/ecie2014/ecie14-home.htm">http://academic-conferences.org/ecie/ecie2014/ecie14-home.htm</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The promise of entrepreneurship as a field of research</li> <li>2. The quest for criticality</li> <li>3. Economic approaches to entrepreneurship</li> <li>4. Sociological approaches to entrepreneurship</li> <li>5. Psychological approaches to entrepreneurship</li> <li>6. Management approaches to entrepreneurship</li> </ol>