

**DEREE COLLEGE SYLLABUS FOR: MG 4586 CAPSTONE PROJECT IN ENTREPRENEURSHIP MANAGEMENT**

(Updated Fall 2021)

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

**PREREQUISITES:**

BU 3233 Business Research Methods  
MA 2021 Applied Statistics  
MG 2062 Introduction to Entrepreneurship  
MG 3019 Corporate Entrepreneurship, and Innovation  
MG 4155 Entrepreneurship Theory  
*Students must have at least 90 earned US credits before taking this course.*

**CATALOG DESCRIPTION:**

Research on contemporary topics in entrepreneurship management which includes a field research component.

**RATIONALE:**

This capstone course will enable senior students to deepen their knowledge on a research or consultancy-related topic related to nascent, start-up or corporate entrepreneurship which they select in consultation with the instructor. In particular, students are expected to choose the topic they will focus upon, after being provided a list of thematic areas pertaining to entrepreneurship management and/or a list of suggested live projects offered by companies. Students are expected to conduct research which is supervised through seminar-style tutorials  
This course is geared toward reinforcing students' academic qualities and overall research attitude while allowing them to gain insights in contemporary companies and organizations and their management in quest of innovation and entrepreneurship.

**LEARNING OUTCOMES:**

- As a result of taking this course, the student should be able to:
1. Discuss critically concepts, approaches and practices in entrepreneurship management by integrating diverse perspectives in the knowledge area.
  2. Design a research strategy and select appropriate research methods to address the research topic or business problem.
  3. Discuss research findings into the broader theoretical and managerial debate on a knowledge area.
  4. Formulate recommendations relevant to entrepreneurship management based on the research findings.

**METHOD OF TEACHING AND LEARNING:**

- In congruence with the learning and teaching strategy of the college, the following tools are used:
- Seminar-style class sessions which are devoted to supervising student research projects, including discussion of research topics in entrepreneurship management, tutorials on conducting research and feedback on student work.
  - 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's content.
  - Use of blackboard, where instructors post lecture notes, assignments instructions, timely announcements, as well as

additional resources.

**ASSESSMENT:**

**Summative:**

Written Project – individual; word count: 4500-5500	100%
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**Formative:**

Project proposals; in-class discussion of research articles; discussion of project component drafts	0
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The formative coursework aims to prepare students for the written project and for the final examination.

The written project tests all learning outcomes.

Students are required to resit failed assessments in this module.

**INDICATIVE READING:**

**RECOMMENDED READING:**

Students are required to delve into the entrepreneurship management literature. The articles below are indicative of the topics, as well as type of readings that students are expected to discuss in their capstone project.

**ARTICLES:**

Beninger, S., & Robson, K. (2015). Marketing at the base of the pyramid: Perspectives for practitioners and academics. *Business Horizons*, 58(5), 509-516.

Dorado, S., & Ventresca, M. J. 2013. Crescive entrepreneurship in complex social problems: Institutional conditions for entrepreneurial engagement. *Journal of Business Venturing*, 28: 69–82

Eisenhardt, K. M. (1989). Building theories from case study research. *Academy of management review*, 14(4), 532-550.

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.

Fisch, C., & Block, J. H. (2021). How does entrepreneurial failure change an entrepreneur's digital identity? Evidence from Twitter data. *Journal of Business Venturing*, 36(1), 106015.

Garud, R., Gehman, J., Kumaraswamy, A., & Tuertscher, P. (2017). From the process of innovation to innovation as process. In A. Langley & H. Tsoukas (Eds.), *The Sage handbook of process organization studies*: 451–465. Thousand Oaks, CA: Sage

Giones, F., & Brem, A. (2017). Digital technology entrepreneurship: A definition and research agenda. *Technology Innovation Management Review*, 7(5).

Hånell, S., Nordman, E., Tolstoy, D., & Sharma, D. (2018). Pursuing innovation: An investigation of the foreign business relationships of Swedish SMEs. *British Journal of*

	<p>Management, 29(4), 817-834</p> <p>Hughes, D. J., Lee, A., Tian, A. W., Newman, A., &amp; Legood, A. (2018). Leadership, creativity, and innovation: A critical review and practical recommendations. <i>The Leadership Quarterly</i>, 29(5), 549-569</p> <p>Jarzabkowski, P., &amp; Bednarek, R. (2018). Toward a social practice theory of relational competing. <i>Strategic Management Journal</i>, 39(3): 794–829.</p> <p>Kleinberg, J., Lakkaraju, H., Leskovec, J., Ludwig, J., &amp; Mullainathan, S. (2018) Human Decisions and Machine Predictions. <i>The Quarterly Journal of Economics</i>, 133(1): 237–293.</p> <p>Nambisan, S. (2017). Digital entrepreneurship: Toward a digital technology perspective of entrepreneurship. <i>Entrepreneurship Theory and Practice</i>, 41(6), 1029-1055.</p> <p>Narayanan, V. K., Zane, L. J., &amp; Liguori, E. (2020). Critical methodological considerations for entrepreneurial cognition research. <i>Journal of Small Business Management</i>, 1-38.</p> <p>Richter, C., Kraus, S., Brem, A., Durst, S., &amp; Giselsbrecht, C. (2017). Digital entrepreneurship: Innovative business models for the sharing economy. <i>Creativity and Innovation Management</i>, 26(3), 300-310.</p> <p>Ridder, H. G. (2017). The theory contribution of case study research designs. <i>Business Research</i>, 10(2), 281-305.</p> <p>Scheidgen, K., Gümüşay, A. A., Günzel-Jensen, F., Krlev, G., &amp; Wolf, M. (2021). Crises and entrepreneurial opportunities: Digital social innovation in response to physical distancing. <i>Journal of Business Venturing Insights</i>, 15, e00222.</p> <p>Still, K. (2017). Accelerating research innovation by adopting the lean startup paradigm. <i>Technology Innovation Management Review</i>, 7(5), 32-43</p> <p>Voegtlin, C., Scherer, A. G., Stahl, G. K., Hawn, O., &amp; Siegel, D. 2019, May 31. Special issue call for papers: Grand societal challenges and responsible innovation. <a href="http://www.socadms.org.uk/wp-content/uploads/Grand-Societal-Challenges-and-Responsible-Innovation.pdf">http://www.socadms.org.uk/wp-content/uploads/Grand-Societal-Challenges-and-Responsible-Innovation.pdf</a>.</p> <p>Zhao, Y., &amp; Xie, B. (2020). Cognitive Bias, Entrepreneurial Emotion, and Entrepreneurship Intention. <i>Frontiers in psychology</i>, 11, 625. <a href="https://doi.org/10.3389/fpsyg.2020.00625">https://doi.org/10.3389/fpsyg.2020.00625</a></p>
<p><b>INDICATIVE MATERIAL:</b> (e.g. audiovisual, digital material, etc.)</p>	<p><b>REQUIRED MATERIAL: N/A</b></p> <p><b>RECOMMENDED MATERIAL: N/A</b></p>
<p><b>COMMUNICATION REQUIREMENTS:</b></p>	<p>Use of appropriate academic conventions as applicable in oral and written communications.</p>
<p><b>SOFTWARE REQUIREMENTS:</b></p>	<p>MS Office</p>

<b>WWW RESOURCES:</b>	<a href="http://www.mckinseyquarterly.com">www.mckinseyquarterly.com</a> <a href="http://www.aimresearch.org/">http://www.aimresearch.org/</a> <a href="http://www.aomtim.org/">http://www.aomtim.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. Formulate a research question or diagnose of a problem and present it in a short proposal</li><li>2. Review and evaluate appropriate literature on the selected topic/problem</li><li>3. Identify relevant data</li><li>4. Apply a suitable method to collect and analyze data</li><li>5. Report key findings or solutions</li></ol>