MGT 530— The Entrepreneur
Spring 2018

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Course Description: This course is geared towards developing the theoretical and applied knowledge necessary for students to understand the entrepreneur, types of entrepreneurs, the entrepreneurial opportunity recognition and decision-making cognitive processes, coping with failure, social entrepreneurial intentions and ethics in entrepreneurship.

Course Objectives:

1) Understand entrepreneurial characteristics and types of entrepreneurs
2) Develop a keener sense of the entrepreneurial opportunity recognition and decision-making process
3) Become aware and understand different types/profiles of entrepreneurs

Course Format: To achieve the course objectives, students will: 1) read extensive scientific and practitioner entrepreneurship literature, 2) engage in discussions on relevant entrepreneur topics using both literature support as well as personal experiences, and 3) analyze the life of a prominent entrepreneur in light of entrepreneurship theories and research findings.

Communication: The main means of communication for this course will be via Email—I check my email several times per day. If you email me a question that I consider might benefit the rest of the class, I will email the question with a response to the entire class. I do not use all the functions available on eCollege. Primarily, I will be posting slides and other learning aids in "Doc Sharing" and we will be conducting our discussions (see below) through the "discussion" space in eCollege. Also, you will be submitting your final exam and the final project via the "Drop Box" in eCollege. When sending me an email, please include the course number and purpose of the email in the title; I teach multiple classes and this helps me stay organized.

Course Grading:
Discussions (4): 40%
Article Summaries (3): 10%
Mid Term Exam: 10%
Final Exam: 15%
Final Project: 25%

General Guideline for Assignments: All discussions, article summaries, and exams, are designed to assess the individual knowledge of the topic. That being said, discussions, article, summaries, and exam should be completed by each student on his/her own. The final project (biographical analysis) may be developed in groups of up to 4 people (the grading criteria and expectations will be the same); these assignments are to be submitted via the dropbox in eCollege. Should you perform assignments in teams, you only need to hand-in one assignment

for all the individuals on the team—in other words, each team member does not have to hand-in the assignment as I will give grades to all those whose names appear on the received document. I will offer feedback to the team member who submitted the assignment, and that person will then forward my comments to the rest of the team. The following formatting guidelines for all written assignments should be used: typed using 12-point Times New Roman font, double spaced, one-inch margins all around, page numbering on bottom of page, no header or footer, and student name, assignment information, and date in upper left-hand corner. Also, please use the class code and an identifier (e.g., the name for your assignment) when sending any form of correspondence…keep in mind that I receive many emails from the multiple courses I teach.

Discussions: During the summer semester, I will post discussion topics/questions under "discussion" in eCollege with two objectives: 1) stimulate reflection concerning pressing issues (and hopefully interesting to you) in the entrepreneurship domain, and 2) offer you the opportunity to exchange thoughts and experiences with your peers. The key to quality discussions is the value-added insights you present to the discussion. Therefore, your grade will be based on the degree to which you contribute to the discussion through insightful comments (i.e. simply stating "I also think so…" is not considered insightful). Please keep in mind that I will only consider your postings that are entered no later than **2 full days** after the established date for the discussions on the syllabus. For example, if the date for the discussion on the syllabus shows for Friday the 18th, you will have until midnight of Sunday the 20th to post your comments. The purpose of having a two-day window is to keep us all on the same topic during a given timeframe. This will also allow you sufficient time to read the posts by your peers and engage in a meaningful discussion and sharing of thoughts, ideas and insights.

Discussion 1: I would like for you to research the definition(s) of 'entrepreneur' and give examples of famous individuals who would be considered an entrepreneur for each definition you found. During this exploration of who is considered an entrepreneur, you should gain insights as to whether an entrepreneur is an individual who starts a business, inherits a business, begins a social venture, buys an existing business, purchases a franchise, holds a leadership position with a multinational organization, operates a family business etc.

Discussion 2: Please read about entrepreneurial characteristics (i.e., personality, motivations, tendencies, orientation etc.) and entrepreneurial types (i.e., lifestyle, serial etc.) and then reflect about which characteristics you identify with and which you would like to have a bit more/less of…write your post in such a way that demonstrates the knowledge of your research (make sure to use references) and explain how the findings of the research resonate with your personally.

Discussion 3: The primary construct in entrepreneurship is opportunity recognition. Please research and explain the several prominent theories concerning opportunity recognition; during this process, I want you to talk to entrepreneurs you know and ask them how they identified opportunities. During this discussion, I would like for you to research and discuss entrepreneurial biases that influence an entrepreneur's perception as to their capabilities and their odds of successfully launching the venture.

Discussion 4: Please chose one of the following topics to perform research and explain how that research resonates with you: 1) family business; 2) entrepreneurial ethics; or 3) Social

entrepreneurship. Perform a literature review, explain how the findings resonate with your experience and/or of those people you have known, and then make sure to engage in discussions with your peers.

Article Summary: Summarize the article that are posted under weekly topic. You have to summarize a total of two articles. Please see the due dates under course schedule. Some of the criteria for the summary is as follows:
Purpose of the study, why the study is important, what is the underlying theory(s) that is used for the research, what are the propositions or hypotheses? What are the results? What did you learn from this article?

Mid-Term Exam: The purpose of this exam is twofold. First, I want you to articulate what you have learned on the topics that we have covered in the first few weeks. Second, and more importantly, I want you to gain an in-depth knowledge on some of these topics—especially the ones that you consider most relevant to you and your professional career. Therefore, while I expect that this exam should take you quite a bit of time, it should not only assess your knowledge but also contribute to it and to your career.

I will assign three (3) topics that will cover before the mid-term. I would like for you to discuss/address one (1) of these topics. Specifically, I want you to research the topic from the academic literature (i.e., the library data bases), summarize some of the latest (since 2006) findings, and explain how the current literature resonates with how things are in terms of entrepreneurship.

I will grade your answers using the following criteria: 1) the extent to which you define all relevant terminology, 2) the depth of your literature review, and 3) how you relate the findings in the literature with your organization.

Final Exam: Final exam is similar to the mid-term exam. However, in the final exam I will assign Four (4) topics that will be covered after the mid-term. I would like for you to discuss/address two (2) of these topics. Rest of the instructions are same as the mid-term exam.

Final Project: The final product/project in the course is to read a biography or an autobiography of an entrepreneur, research the different topics of their lives that made them successful and why in many cases they failed, and then explain their lives by using the research findings. For example, if when reading a biography, you notice that an entrepreneur was resilient, creative, had a strong social network and was a good sales person, then I want you to research those topics and write your paper in such a way that you explain the person's life along with the scientific/research findings/explanations that explain their life. Please read the paper about Daisy Low, the founder of the Girl Scouts and Social entrepreneurship (available in Doc Sharing) to get a better understanding of what I am expecting, well…. almost :-)

Students with Disabilities: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Office of Student Disability Resources and Services, Texas A&M-Commerce, Gee Library,

Room 132 – Phone (903) 886-5150 or (903) 886-5835 – Fax (903) 468-8148 – StudentDisabilityServices@tamu-commerce.edu

Code of Student Conduct: All students will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student's Handbook, Rules, and Procedures, Code of Student Conduct http://www.tamu-commerce.edu/studentlife/guidebook67.pdf. College of Business professors do not tolerate **plagiarism** and other forms of academic **dishonesty**. Instructors "are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is **"Academic dishonesty." It includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material."** See 13.99.99.R0.10 Academic Honesty at http://www.tamuCommerce.edu/administration/Rules%26Procedures/rules_procedures.asp?RID=97. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include **disciplinary probation, suspension, and expulsion. Also, you will receive an "F" for this course.**

COURSE SCHEDULE

WEEK 1, 02/01 – 02/04

Topic: Who is an entrepreneur?

Articles: Who is an Entrepreneur?
Are Entrepreneurs Born or Made?
Do you have it?

Video: Original thinkers.

WEEK 2, 02/05 – 02/11

Topic: Personality and characteristics

Articles: Personality traits
Entrepreneurial characteristics

Videos: **Entrepreneurial DNA**
What makes an entrepreneur?

WEEK 3, 02/12 – 02/18

Topic: Discussion 1

Submission: Post your discussion 1 by 02/16, 11:59 PM. Comment on at least three (3) different discussion posts by your class mates by 02/18, 11:59 PM.

WEEK 4, 02/19 – 02/25

Topic: Entrepreneurial intentions

Articles: Competing models of entrepreneurial intentions (Available in Doc Sharing)
Factors influencing intentions (Available in Doc Sharing)

Videos: Defining intention

Team Formation for the Final Project

Submission: Article summary due by 02/25, 11:59 PM. Summarize any one article posted under this week.

WEEK 5, 02/26 – 03/04

Topic: Entrepreneurial intuition

Articles: Role of intuition in entrepreneurship decisions (Available in Doc Sharing)
Go with your gut.
Improve your business intuition

Discussion 2

Submission: Post your discussion 2 by 03/02, 11:59 PM. Comment on at least three (3) different discussion posts by your class mates by 03/04, 11:59 PM.

WEEK 6, 03/05 – 03/11

Topic: Creativity and Innovation

Articles: Entrepreneurial creativity and innovation
Improve entrepreneurial creativity
Cognition, creativity, and entrepreneurship (Available in Doc Sharing)

Videos: Creative thinking
The art of innovation

Mid-Term Exam: Due by 03/09, 11:59 PM

WEEK 7, 03/12 – 03/18

SPRING BREAK

WEEK 8, 03/19 – 03/25

Topic: Opportunity recognition

Articles: Recognizing opportunity
Opportunity recognition as pattern recognition (Available in Doc Sharing)

Videos: Entrepreneurial opportunities - Babson
How to recognize a business opportunity?

WEEK 9, 03/26 – 04/01

Topic: Discussion 3

Submission: Post your discussion 3 by 03/30, 11:59 PM. Comment on at least three (3) different discussion posts by your class mates by 04/01, 11:59 PM.

WEEK 10, 04/02 – 04/08

Topic: Cognitive biases

Articles: Common entrepreneurial cognitive biases
Cognitive biases and venture formation (Available in Doc Sharing)

Videos: Common cognitive biases

WEEK 11, 04/09 – 04/15

Topic: Coping with failure

Articles: Coping with entrepreneurial failure (Available in Doc Sharing)
Effectiveness of coping strategies (Available in Doc Sharing)

Videos: Rethinking failure

Submission: Article summary due by 04/15, 11:59 PM. Summarize any one article posted under this week.

WEEK 12, 04/16 – 04/22

Topic: Ethics and Social Entrepreneurship

Articles: Ethics and entrepreneurship (Available in Doc Sharing)
Social entrepreneurship and business ethics (Available in Doc Sharing)

Videos: How to be a social entrepreneur

Discussion 4

Submission: Post your discussion by 04/27, 11:59 PM. Comment on at least three (3) different discussion posts by your class mates by 04/29, 11:59 PM.

WEEK 13, 04/23 – 04/29

Submission: Final Project due by 04/29, 11:59 PM

WEEK 14, 04/30 – 05/06

Final Exam work time

WEEK 15, 05/07 – 05/11

Submission: Final Exam (Submission due: May 08, 11:59 PM)