

## **MGT 330— The Entrepreneur Spring 2019**

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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. Primarily, I will be posting slides and other learning aids in “D2L” and we will be conducting our discussions (see below) through the “discussion” Module in D2L. Also, you will be submitting your final exam and the final project via the “D2L.” 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%  
Homework (2): 20%  
Final Exam: 15%  
Final Project: 25%

### **Grade Scale:**

A 90 – 100%  
B 80 – 89%  
C 70-79%  
D 60-69%  
F Below 60%

**General Guideline for Assignments:** All discussions, homework, and the final exam is designed to assess the individual knowledge of the topic. That being said, discussions 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 D2L. 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 (Individual)**

During the semester, I will post discussion topics/questions under “discussion” module in D2L 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 18<sup>th</sup>, you will have until midnight of Sunday the 20<sup>th</sup> 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.

***Reply to at least (4) four of your classmates’ original posts is mandatory. Each original post is worth 5% and each reply is worth 1.25%. The quality of the original post and reply to other students will be the major determinant of discussion grades. Simply stating “I agree....” Or just one-liner reply will be graded as zero for that particular reply.***

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 you 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 choose 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.

### **Homework assignments (Individual)**

- 1) Interview five (3) entrepreneurs and ask them some of the following sample questions: 1) to define who is an entrepreneur, 2) what are typical characteristics of entrepreneurs, 3) can managers also be entrepreneurs (if so, explain), 4) do you consider yourself an entrepreneur, if so, why? 5) entrepreneurs significantly contribute to the economic and social welfare of a society? If so, in what way, 6) can you please name three (3) pros and three (3) cons of being an entrepreneur, 7) do you think that entrepreneurs feel a greater sense of self-fulfillment than individuals in other professions? Please note that these are only a sample of questions you may ask; I highly encourage you to demonstrate initiative and intellectual curiosity by asking several of your own questions. No more than 3 pages.  
***BONUS OPPORTUNITY:*** A bonus points opportunity is available with this assignment. Students will have to ask the entrepreneurs to fill out a survey. During the interview, student will ask the owner to sign a consent form if s/he agrees to complete the survey. For each completed survey, student will receive 3% bonus points.
- 2) I would like for you to view episodes of 'Shark Tank' and select two businesses (one that was financed and one that wasn't financed) and share your thoughts with your peers about the following: 1) what types of businesses were requesting financing, 2) how did they arrive at their valuation (make sure to calculate the value of the business based on how much the owners are willing to give up of the company in relation to the amount of cash the business is expected to generate), 3) did you notice any recurring questions asked by the sharks, 4) what were the primary reasons for rejecting a business and what were the reasons given to finance a business, 5) offer some other insights (what did you find interesting, shocking, intriguing....) about what you learned from listening to multiple pitches from the participants and comments from the sharks. No more than 3 pages.

### **Final Project (Team)**

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 on D2L) to get a better understanding of what I am expecting.

### **Final Exam (Individual)**

I will post five (5) essay questions at least a week ahead of the due date. Students will answer any three (3) questions of their choice.

**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@tamuc.edu](mailto:StudentDisabilityServices@tamuc.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.tamuc.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.tamuc.edu/administration/Rules%26Procedures/rules\\_procedures.asp?RID=97](http://www.tamuc.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.**

DATE	TOPICS:	WORK DUE: BY 11:59 PM ON THIS DAY
<b>Week 1</b> Jan 14 – Jan 20	<b><i>The Entrepreneur</i></b> Articles: Who is an entrepreneur? Are entrepreneurs born or made Do you have it?  Video: Original thinkers	<b>Read, Initial, and Submit the Honesty Policy (Due: Jan 20)</b>  <b>Introductions</b>
<b>Week 2</b> Jan 21 – Jan 27	<b><i>Personality and Characteristics</i></b> Articles: Personality traits Entrepreneurial characteristics  Videos: Entrepreneurial DNA What makes an entrepreneur?  <b><i>Live Session: Jan 24, 7:00 PM</i></b>	
<b>Week 3</b> Jan 28 – Feb 03	<b>Discussion 1</b>	<b>Original Post due 02/01</b> <b>Replies due 02/03</b>
<b>Week 4</b> Feb 04 – Feb 10	<b><i>Entrepreneurial Intention</i></b> Articles: Competing models Factors influencing intentions  Video: Defining intentions	<b>Team formation</b>
<b>Week 5</b> Feb 11 – Feb 17	<b><i>Entrepreneurial Intuition</i></b> Articles: Role of intuition Go with your gut Improve your business intuition  <b><i>Live session: Feb 14, 7:00 PM</i></b>  <b>Discussion 2</b>	<b>Original post due 02/15</b> <b>Replies due 02/17</b>
<b>Week 6</b> Feb 18 – Feb 24	<b><i>Creativity &amp; Innovation</i></b> Article: Entrepreneurial creativity and innovation Improve entrepreneurial creativity Cognition, creativity, & entrepreneurship  Videos: Creative thinking The are of innovation	
<b>Week 7</b> Feb 25 – Mar 03	<b><i>Opportunity Recognition</i></b> Articles: Recognizing Opportunity Pattern recognition  Videos: Entrepreneurial opportunities (Babson) How to recognize a business opportunity?	<b>Homework 1 due 03/03</b>
<b>Week 8</b> Mar 04 – Mar 10	<b>Discussion 3</b>	<b>Original post due 03/08</b> <b>Replies due 03/10</b>

<b>Week 9</b> Mar 11 – Mar 17	<b><i>Cognitive Biases</i></b> Articles: Common entrepreneurial cognitive biases Cognitive biases and venture formation  Videos: Common cognitive biases <b><i>Live session: March 14, 7:00 pm.</i></b>	
<b>Week 10</b> Mar 18 – Mar 24	<b><i>Spring Break</i></b>	
<b>Week 11</b> Mar 25 – Mar 31	<b><i>Coping with Failure</i></b> Articles: Coping with entrepreneurial failure Effectiveness of coping strategies  Videos: Rethinking failure	<b>Homework 2 due 03/31</b>
<b>Week 12</b> Apr 01 – Apr 07	<b><i>Ethics and Social Entrepreneurship</i></b> Articles: Ethics & social entrepreneurship Social entrepreneurship & business ethics  Videos: How to be a social entrepreneur?	
<b>Week 13</b> Apr 08 – Apr 14	<b>Discussion 4</b>	<b>Original post due 04/12</b> <b>Replies due 04/14</b>
<b>Week 14</b> Apr 15 – Apr 21	<b><i>Live session: Apr 18, 7:00 PM</i></b>	
<b>Week 15</b> Apr 22 – Apr 28	Work on Final Project	<b>Final Project due 04/28</b>
<b>Week 16</b> Apr 29 – May 05	Prepare for the Final Exam	
<b>Week 17</b> May 06 – May 10	<b><i>Final Exam</i></b>	<b>Final Exam due 05/07</b>

## Video & Article Links

### *Week 1*

**Articles:** [Who is an Entrepreneur?](#)  
[Are Entrepreneurs Born or Made?](#)  
[Do you have it?](#)

**Video:** [Original thinkers.](#)

### **WEEK 2**

**Topic: Personality and characteristics**

**Articles:** [Personality traits](#)  
[Entrepreneurial characteristics](#)

**Videos:** [Entrepreneurial DNA](#)  
[What makes an entrepreneur?](#)

### **WEEK 4**

**Topic: Entrepreneurial intentions**

**Articles:** Competing models of entrepreneurial intentions (Available in D2L)  
Factors influencing intentions (Available in D2L)

**Videos:** [Defining intention](#)

### **WEEK 5**

**Topic: Entrepreneurial intuition**

**Articles:** Role of intuition in entrepreneurship decisions (Available in D2L)  
[Go with your gut.](#)  
[Improve your business intuition](#)

### **WEEK 6**

**Topic: Creativity and Innovation**

**Articles:** [Entrepreneurial creativity and innovation](#)  
[Improve entrepreneurial creativity](#)  
Cognition, creativity, and entrepreneurship (Available in D2L)

**Videos:** [Creative thinking](#)  
[The art of innovation](#)

### **WEEK 7**

**Topic: Opportunity recognition**

**Articles:** [Recognizing opportunity](#)  
Opportunity recognition as pattern recognition (Available in D2L)

**Videos:** [Entrepreneurial opportunities - Babson](#)  
[How to recognize a business opportunity?](#)

### **WEEK 9**

**Topic: Cognitive biases**

**Articles:** [Common entrepreneurial cognitive biases](#)  
Cognitive biases and venture formation (Available in D2L)

**Videos:** [Common cognitive biases](#)

### **WEEK 11, 04/09 – 04/15**

**Topic: Coping with failure**

**Articles:** Coping with entrepreneurial failure (Available in D2L)  
Effectiveness of coping strategies (Available in D2L)

**Videos:** [Rethinking failure](#)

### **WEEK 12, 04/16 – 04/22**

**Topic: Ethics and Social Entrepreneurship**

**Articles:** Ethics and entrepreneurship (Available in D2L)  
Social entrepreneurship and business ethics (Available in D2L)

**Videos:** [How to be a social entrepreneur](#)