

Course Manual

Entrepreneurship

SSC2055 / BLOCK PERIOD 2

Block coordinator & tutor: Prof.dr. Martin Carree (Room: TS53 – A202)

UCM

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Course Details

Coordinator:	Prof.dr. Martin Carree
Tutor:	Prof.dr. Martin Carree (m.carree@maastrichtuniversity.nl)
Secretary:	Adela Buttolo
Method:	Tutor group sessions (PBL), Cases, Group presentations, Biography project
Grading:	Four components: 20% Participation; 20% Group presentation; 20% Take-home test; 40% Biography
Attendance:	The minimum attendance requirement is 85%. If a student misses more than 30% of the group meetings, s/he automatically fails the course. If your attendance is 70-85% you can request an extra assignment. This assignment is to develop a new task/topic that could be used in the course, complete with tutor instruction (objectives, expected learning questions, learning outcomes, suggested literature).

1. Course outline

The societal impact of enterprising individuals cannot be contested. Entrepreneurs start-up companies that challenge (and often replace) incumbents, and they have an important role in championing innovative products and services to new or established markets. Just think of any company that you know and ask the question: why was this company started? Very often we do know the company, but not the entrepreneurs behind them. Despite the heroic image of the self-

employed industry tycoon, entrepreneurs never operate in isolation. Many entrepreneurs cofound their venture with someone else or with a small team. Despite the heroic image of successful entrepreneurs, entrepreneurship is much more about failure than about success. What motivates entrepreneurial types to venture of on a path that (at least statistically) will result in failure? Are they naïve, or are they stupid?

In this course you will study factors that drive entrepreneurs and the entrepreneurial process. We will focus on new venture gestation: the initial stages of the process that may result in a new company to emerge. Throughout the course you will explore how entrepreneurs not only rely on generic business management principles, but also how they cope with the uncertainty, risk, scarcity of time, capital and other resources that is inherent to all entrepreneurial venturing. We also pay attention to the contribution of entrepreneurship to the society and to various forms of entrepreneurship.

You will learn that entrepreneurship is quite distinctive from “management.” It is also a phenomenon that is studied by many disciplines. Sociologist, psychologists, economists have studied entrepreneurship, and their findings provide an important intellectual foundation to this course. Perhaps surprisingly, in most economic theory the entrepreneur is neglected. However, several economists have pointed to the increasingly important role of entrepreneurs in modern economies.

2. Course objectives

This course provides a broad overview on entrepreneurship. It aims to provide an understanding of the how, where, when, whom and why of entrepreneurial initiative. However, our ambitions go beyond helping you to learn, we also want you to feel (more) empowered to engage in the entrepreneurial process itself.

You are able to explain and illustrate the unique qualities of the entrepreneurial process.

You are able to explain and illustrate the unique qualities of entrepreneurs.

You are able to explain how entrepreneurial opportunities are discovered and created.

You are able to explain how entrepreneurs select their opportunities.

You are able to explain how entrepreneurs link value creation to value appropriation.

You are able to explain the importance of entrepreneurship in the economy.

This course does not aim to turn you into a competent entrepreneur. However, the course will show that academic research provides an evidence base for practical

entrepreneurial initiative. In that respect, it should help you to find your way in a vast and relevant literature.

3. Instructional format

The tutor group sessions will help you explore the relevant literature and to learn how scholarly findings can help you to explain, understand and/or predict enterprising behaviour. The tutor sessions demand active preparation, as you will have to identify and interpret relevant studies that will help you to unravel the assigned tasks. This requires that you critically evaluate the scientific merit of research papers and seek to synthesise research findings from perhaps apparently unrelated studies. In this course we do not provide the literature that you should read with a particular task (except for one general read). Instead, you will be given a list of suggested readings from which you are to select and read those that fit best with a particular task. In addition, you should indicate *one extra article* outside of the suggested reading list **and** *a case of an entrepreneur/firm* and *hand in on paper at the start of the session*. In principle one A4 page with your name and student ID on it should do the job. The discussion will therefore concentrate on: the one paper read by all; the additional two papers out of the list that may differ per student; the additional one paper outside of the list; the cases specific to the topic of the session (**sometimes** you can use same case). At the end of the tutorial the topic of the next tutorial is pre-discussed. There is one case meeting: on Zedd Technologies.

In addition to the case discussions and the tutorials, you will execute a biography project in which you (individually) read and reflect on a biography of a "true" entrepreneur. Aim of the biography project is to put the topics and issues covered in this course in a real life context. For example, Amazon.com has [over a thousand biographies](#) in its catalogue! There is also a group project. The class is subdivided into four groups (of three students), abbreviated by A, B, C and D, and that group needs to present on a chosen subtheme of which additional literature has been uncovered, e.g. female entrepreneurship, minority entrepreneurship, crowdfunding, tech entrepreneurship, academic entrepreneurship, global borns, social entrepreneurship, etc. Each group member is supposed to contribute during this presentation.

4. Course load

You may expect this to be a demanding course. Entrepreneurs tend to make long hours, we expect you to be ready to do the same. You should realize that this course expects you to spend (at least!) 19 hours a week. If you feel you cannot put in that many hours, you have chosen the wrong course. The average number of working hours per week of a successful starting entrepreneur is seventy....

5. Assessment

The grading of this course is based on:

20% Participation (especially based upon handed-in extra articles and cases, but also considering class contributions)

20% Group project (presentation during one of two last sessions)

20% Take-home test (five questions out of ten)

40% Biography paper

Each student is to read a biography of a “true” entrepreneur. The biography of your choice should be submitted in class (and also beforehand to other students: you cannot pick a biography that has already been selected by someone else). In the essay you critically reflect on the entrepreneurship journey that is presented in the biography: you are expected to draw on the literature studied for the tutorials to put the journey into perspective. The formatting of your biography essay should be 10-12 pages, 1.5 spaced, A4, font size 11, Times Roman. Two figures/tables are allowed in, but together are maximum 1 page. That is, the minimum number of ‘text’ pages is 8 (10 minus front page minus ‘figures/tables’). Failure to submit an essay will be rewarded with a 1.

A student passes in case the final grade is 5.5 or higher. The group project presentation (powerpoint), the take-home test and the biography paper should be uploaded to SafeAssign.

Resit:

If you fail the course on the basis of the above grade components (and met at least the 70% attendance criterion) you can take a resit exam. That will be an additional case assignment (with a new case) that will cover all the tasks and readings of this course.

In this course we expect you to behave entrepreneurially, but also to act professionally. Hence, you are expected to attend all tutorials, and not to arrive late. If you miss more than two sessions, you break the minimum attendance requirement of 85% and run the risk of being expelled from the course. Late arrival will count as a missed class.

6. Literature

The scholarly articles used in this course as suggested readings are listed at the end of this manual. All readings can be obtained free of charge through the UM library (via Online library or via Databases : Ebsco). But feel free to search for additional or alternative papers from scholarly journals that you deem relevant to the topic of a session.

For the sessions you are to read and use at least **three** scholarly papers or book chapters. One paper is given and all should read it.

7. On Maastricht Centre for Entrepreneurship (MC4E)

Any well-known firm (e.g., Virgin, G-Star, SAP, GEOX, or Apple) had not existed if there had not been an enterprising individual who acted on a business opportunity. Enterprising individuals have been, and continue to be of great societal importance. Research reveals that the venturing initiatives of individuals that start and grow new companies are responsible for much (if not most) job creation, and is vital to growing the Gross National Product in capitalist societies.

One cannot say that academic institutions have overlooked this important phenomenon. For decades, academics have studied entrepreneurs and their behaviour. As a result the economic importance of entrepreneurship as an engine for innovation, renewal and job creation is well understood. Academics have also learned a lot about the entrepreneurial process. Yet many universities have failed

(and some continue to fail) to prepare its alumni for professional careers in which entrepreneurship is rapidly becoming more important.

Maastricht University created the Maastricht Centre for Entrepreneurship to provide a one-stop shop to its students that supports them to discover and develop their entrepreneurial talents. One of the tasks of the MC4E is to ensure that all students have access to courses that help them to prepare for entrepreneurial careers. The importance of entrepreneurship is definitely not limited to students of the School of Business and Economics. In fact, most students that take classes with us are enrolled at another faculty than SBE. The MC4E was not only established to provide education, we also inspire students to consider entrepreneurship as a career path or career choice, and we help them to launch their first, second, or third venture.

You can learn more the centre at: <http://www.mc4e.nl>.

8. Course schedule

Wk	Day	Activity
44	Tuesday OCT 31	Block opening – introduction – making subgroups A-D
44	Friday NOV 3	Literature session 1
45	Tuesday NOV 7	Literature session 2 + Start announcing biography topic (First Come First Served)
45	Friday NOV 10	Literature session 3 + Announcing topic group project
46	Tuesday NOV 14	Literature session 4 + Pre-discussing case Zedd Technologies
46	Friday NOV 17	Post-discussing case Zedd Technologies
47	Tuesday NOV 21	Literature session 5 + Getting take-home test

47	Friday NOV 24	Literature session 6 + Final announcing biography topic
48	Tuesday NOV 28	Literature session 7
48	Friday DEC 1	Literature session 8 + Handing in take-home test + Reflecting on the biography paper
49	Tuesday DEC 5	Group presentations A + B
49	Friday DEC 8	Group presentations C + D

*Wednesday NOV 29 16:00 there is a guest lecture of a related course that I coordinate (Commercializing Science and Technology) in the Aula of Tongersestraat 53 (H0.01).

The deadline of the biography paper is Saturday December 16, 23:59.

Topics of the 8 literature sessions are:

- 1 What is entrepreneurship? (Hébert and Link, 1989)
- 2 Contribution of entrepreneurship to society (Baumol, 1990)
- 3 Who becomes entrepreneur? (Lazear, 2004)
- 4 Entrepreneurial opportunities (Baron, 2006)
- 5 Entrepreneurial success (Carree & Verheul, 2012)
- 6 Clusters and eco-systems (Spigel, 2015)
- 7 Entrepreneurship in subgroups (Buenstorf et al, 2017)
- 8 Appropriability & collaboration (Thoma and Bizar, 2013)

9. Reading List

All readings can be obtained free of charge through the UM library or from the websites of the respective authors. In the true spirit of Maastricht University's implementation of problem base learning we will not specify what readings you should read for what task. At the end of the course we expect that you will have read most of them. For the initial tutorials we do however provide some guidance through the literature list. However, you quickly will have to learn how to select papers that seem to fit the discussion you are preparing for. Of course, you are free to locate and use additional papers from relevant scholarly journals. Please keep in mind that we expect you to draw on multiple readings for each task, case discussion and related topic in your biography paper. Failing to synthesise insights from the literature will result in failing the course.

The Zedd technologies case can be found at

http://aics.acadiu.ca/case_studies/zeddtechnologies.html.

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