

Course Outline 2016
IB705: Advanced ENTREPRENEURSHIP
(15 POINTS)

Semester 1 (1143)

Course Prescription

Advanced study of entrepreneurship in an international context. Provides a theoretical and practical understanding of entrepreneurship and entrepreneurial behaviour within a variety of organisational contexts.

Programme and Course Advice

Entrepreneurship, IB, organisation and/or management papers helpful.

Goals of the Course

Develop theoretical and practical understanding of entrepreneurship and entrepreneurial behaviour within a variety of organisational contexts. Extend participants' understanding of the foundation theories and principles of entrepreneurship across a variety of organisational contexts.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Understand key theoretical contributions to the field of entrepreneurship, both historic and contemporary
2. Apply advanced entrepreneurial theory to organisational contexts
3. Develop their personal and professional skills
4. Demonstrate oral and written communication skills

Content Outline

Week 1	Introduction to course. Entrepreneurship theory and practice
Week 2	History of entrepreneurial thought
Week 3	International Entrepreneurship
Week 4	Article review discussion
Week 5	No Class (Easter)
Week 6	Entrepreneurship in context: Commercial Ventures Portfolio/Serial/Corporate Entrepreneurship
Week 7	Entrepreneurship in context: Family Business
Week 8	No Class (Anzac Day)
Week 9	Entrepreneurship in context: Ethnic/ Indigenous entrepreneurship
Week 10	Entrepreneurship in context: Social entrepreneurship
Week 11	Entrepreneurship in the NZ context
Week 12	Workshop: Essay and Case Study
Week 13	Group project: Case study presentations Summary and conclusion

Learning and Teaching

City Campus: Monday 9am -12pm.

The course is based on active learning methods. Full participation is required. The classes will include lectures, article discussions, presentations, guest lecturers and assessment workshops.

Teaching Staff

Lecturers: Associate Professor Chris Woods
or cr.woods@auckland.ac.nz
Office: Room 4109
Phone: 3737599, ext 85101

Office hours: By appointment

Learning Resources

Selected articles will be available on-line. Additional reading will be required for assessments.

Assessment

1. In-Class Article

20%

Find a current (2010 onwards) scholarly article that offers a perspective on the course topic given in class. Review the article and comment on its core contribution to the contextual field of inquiry (e.g. historic and/or theoretical significance) and its relevance to the topic of the week. In class lead a facilitated discussion with the other students assigned to that week of discussion (no more than 6 slides each). Work with the other students presenting that week to coordinate choice of articles, order of discussion, and connections between articles.

Each student will also be asked to lead the discussion in response to the presentation of one of the articles (5%)

The written overview (2000 words) and the class presentation/facilitation will contribute 15%. The review of the article needs to be submitted to the lecturers on the Thursday prior to the class presentation.

More details on this assignment will be provided in class.

Due weeks 6 - 10

2. Contextual Essay

50%

Critically discuss the potential barriers faced by NZ entrepreneurial SMEs looking to grow in the international arena. Consider both the challenges (and therefore potentially the opportunities) and draw on theoretical as well as applied research to inform your discussion. This essay will be based on secondary data only. (40%)

This essay will be peer reviewed. Each student will be required to peer review one student essay. The review will be worth 10%. Details will be provided in class.

Draft for peer review due week 9. Final draft due week 13

3. Group Project

30%

Groups of 3-4 students will engage in a project focused on understanding challenges and opportunities facing entrepreneurial SMEs in the international arena. Case organisations/entrepreneurs will be negotiated in consultation with course lecturer. This project will be based on both primary data gathered and secondary materials available. Outputs will include submission of a case document which includes business background and achievements, the entrepreneur/owner manager aspiration and motivation, challenges and barriers to growth, and recommendations/next steps. The theoretical underpinnings of the project will be informed by the content of the individual essays previously submitted exploring barriers to growth in the international arena.

Project updates will be required in class weeks 8 and 10. An in class presentation will also be given to an audience including the host entrepreneurial sponsor. The final grade for this project will be based on both the written document and the presentation as well as peer assessment.

Due week 13

Learning Outcome	Assignment
1. Conceptual and theoretical understanding	1,2, 4
2. Apply entrepreneurial theory to organisational contexts	2, 3,4
3. Personal and professional development	1,3
4. Demonstrate oral and written communication skills	1,2,3,4