

# Cover Sheet: Request 10464

## ENT7XXX Entrepreneurship (DBA)

### Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Himes,Deborah L debbie.himes@warrington.ufl.edu
Created	10/1/2015 11:49:57 AM
Updated	10/1/2015 4:03:38 PM
Description	Our purpose in this DBA seminar is to provide an intellectual foundation for conducting research and teaching in the field of entrepreneurship. Importantly, we will view entrepreneurship through multiple theoretical lenses and from a range of disciplinary perspectives.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CBA - Finance, Insurance and Real Estate 011706000	Naranjo, Andy		10/1/2015
No document changes					
College	Approved	CBA - College of Business Administration, Warrington	Mathis, Renee C		10/1/2015
No document changes					
University Curriculum Committee	Comment	PV - University Curriculum Committee (UCC)	Baker, Brandi N	Added to October agenda.	10/1/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/1/2015
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Course|New for request 10464

## Info

**Request:** ENT7XXX Entrepreneurship (DBA)  
**Submitter:** Himes,Deborah L debbie.himes@warrington.ufl.edu  
**Created:** 10/20/2015 7:53:11 AM  
**Form version:** 6

## Responses

**Recommended Prefix:** ENT  
**Course Level :** 7  
**Number :** XXX  
**Lab Code :** None  
**Course Title:** Entrepreneurship  
**Transcript Title:** Entrepreneurship  
**Effective Term :** Spring  
**Effective Year:** 2016  
**Rotating Topic?:** No  
**Amount of Credit:** 3  
**If variable, # min :** *No response*  
**If variable, # max:** *No response*  
**Repeatable Credit?:** No  
**If repeatable, # total repeatable credit allowed:** *No response*  
**S/U Only?:** No  
**Contact Type :** Regularly Scheduled  
**Degree Type:** Professional  
**If other degree type, specify :** *No response*  
**Weekly Contact Hours :** 3  
**Category of Instruction :** Advanced  
**Delivery Method(s):** On-Campus  
**Course Description :** Our purpose in this DBA seminar is to provide an intellectual foundation for conducting research and teaching in the field of entrepreneurship. Importantly, we will view entrepreneurship through multiple theoretical lenses and from a range of disciplinary perspectives.  
**Prerequisites :** none  
**Co-requisites :** none  
**Rationale and Placement in Curriculum :** ENTXXX course specifically designed for the Doctor of Business Administration (DBA) program which is a professional degree offered as a track under the Ph.D. degree. Contact Hours: 60; 36 taken in 6 terms in years 1 & 2.  
This course is a required element of these 36 contact hours.  
Students in this course will participate in activities both in the classroom and outside of the classroom using a blended learning approach. Out-of-class work will leverage online technologies to support continued discussions of cases, course materials, and application of lecture materials to collaborative learning. This method will provide students with an opportunity in this blended model to make the best use of classroom time.  
What is blended learning and why is it important?  
Blended learning is a method of classroom delivery where a portion of the traditional face-to-face instruction is replaced by web-based online learning. The amount of face-to-face instruction replaced by online coursework will vary greatly by instructor, class, discipline, and learning objectives. The Online Learning Consortium - <http://onlinelearningconsortium.org> (a professional organization dedicated to postsecondary online learning) defines blended learning as a course where 30%-70% of the instruction is delivered online.  
In their Blended Learning infographic - <https://www.knewton.com/blended-learning>

Knewton defines blended learning as any situation in which "...a student learns, at least in part, at a brick-and-mortar facility and through online delivery with student control over time, place, path, or pace." For additional information about blended learning at UF, see the research and resources at <http://citt.ufl.edu/tools/blended-learning-and-the-flipped-classroom>.

What is expected of you?

You are expected to read and prepare for class prior to attending. You are expected to actively participate in discussions during class, and you are expected to fully engage in online discussions through the course site that will continue and extend the in class activities.

The DBA Program offers a well-rounded offering of courses in the business disciplines. This course will prepare students for research in area.

**Course Objectives :**

- Develop within doctoral students an appreciation for the evolution and likely future directions of the field of entrepreneurship;
- Enable students to recognize the contemporary scope of the entrepreneurship discipline, including key sub-fields and areas of study;
- Help students draw implications from the manner in which entrepreneurship programs are evolving within modern universities;
- Create an awareness and understanding within students of seminal scholarly questions and research issues within the contemporary discipline of entrepreneurship;
- Introduce students to core theoretical underpinnings guiding research within the field of entrepreneurship;
- Expose students to some of the key research methodologies employed in leading edge entrepreneurship research;
- Assist students in developing their abilities to critically evaluate published research in the field of entrepreneurship;
- Help students with the establishment of priorities in terms of their own scholarly endeavors related to entrepreneurship.

**Course Textbook(s) and/or Other Assigned Reading:** Required Textbook: Shane, S. 2003. A general theory of entrepreneurship: The individual-opportunity nexus. Northampton, MA: Edward Elgar.

Required Readings: a detailed set of readings will be available on the Sakai course site.

Recommended: In terms of a solid foundation in entrepreneurship principles, it is recommended that each student read: Spinelli, S. and R. Adams (2012), New

Venture Creation (2102) 9th edition, McGraw-Hill/Irwin.

Thirteen Seminal Research Articles in Entrepreneurship:

- Shane, S. & Venkataraman, S. 2000. The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25: 217-226.
- Shane, S. 2000. Prior knowledge and the discovery of entrepreneurial opportunities. *Organization Science*, 11: 448-469.
- Venkataraman, S., Sarasvathy, S. D., et al. (2012). "Reflections on the 2010 AMR Decade Award: Whither the Promise? Moving Forward with Entrepreneurship as a Science of the Artificial." *Academy of Management Review*, 37 (1): 21-33.
- Sarasvathy, S.D. 2001. Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. *Academy of Management Review*, 26: 243-263.
- Baron, R.A. & Ensley, M.D. 2006. Opportunity recognition as the detection of meaningful patterns: Evidence from comparisons of novice and experienced entrepreneurs. *Management Science*, 52: 1331-1344.

- Baron, R. A. 1998. Cognitive mechanisms in entrepreneurship: Why and when entrepreneurs think differently than other people. *Journal of Business Venturing*, 13: 275-294.
- Cardon, M. S., Wincent, J., Sing, J., & Drnovsek, M. 2009. The nature and experience of entrepreneurial passion. *Academy of Management Review*, 34: 511-532.
- Baumol, W. J. (1996). Entrepreneurship: Productive, unproductive, and destructive. *Journal of Business Venturing*, 11(1), 3-22.
- Baker, T. & Nelson, R.E. 2005. Creating something from nothing: Resource construction through entrepreneurial bricolage. *Administrative Science Quarterly*, 50: 329-366.
- Alvarez, S.A. & Barney, J.B. 2007. Discovery and creation: Alternative theories of entrepreneurial action. *Strategic Entrepreneurship Journal*, 1: 11-26.
- Gartner, W.B. 1989. "Who is an entrepreneur?" Is the wrong question. *Entrepreneurship Theory and Practice*, 47-67.
- Lumpkin, G.T. & Dess, G.G. 1996. Clarifying the entrepreneurial orientation construct and linking it to performance. *Academy of Management Review*, 21: 135-172.
- McMullen, J. S., & Shepherd, D. A. 2006. Entrepreneurial action and the role of uncertainty in the theory of the entrepreneur. *Academy of Management Review*, 31(1): 132-152.

#### Course Schedule and Assignments:

Key: RM1: Radical Marketing  
 RM2: Rethinking Marketing  
 (all assigned cases are posted to Sakai)

Week One Synthesis of EM 1 and intro to EM 2; Product/service innovation: types 10/27 – 29 and structures; The role of marketing in the new product development process; Innovation versus imitation strategies;

Marketing and operations; The entrepreneur's operating model and its linkages to marketing decisions; The roles of capacity and quality; Read:

Read: class handout and RM1, Harvard Business School Case Thirteen: el Bulli

#### Week Two

Your economic or profit model and marketing; Pricing; How to set

11/3 – 5 prices; Understanding the five components of great pricing programs; Towards proactive pricing; Entrepreneurship and the pricing program;

Read: class hand-out RM2, Chapter 10 and 11 and RM1, National Basketball Assn. Case Eight: Zip Car

#### Week Three

Intro to promotion and communications strategy; The hierarchy of effects;

11/10 – 12 Toward a logical communications model; Unique selling propositions; The basics of advertising, sales promotion, publicity;

Read: and RM2 Chapter 8 and EMC Corporation Case Nine: Cowgirl Chocolates

Week Four The guerrilla revolution; Alternative media and the entrepreneur; Viral, 11/17 - 19 and buzz, marketing; social media and the internet;

Read: RM2, Chapter 9 and 14 and RM1, Boston Beer  
Case Ten: Marquee

Week Five How to sell; Entrepreneurship and the salesforce; Entrepreneurship in 11/24  
personal selling; Creative approaches to relationship management;

Read: RM2, Chapter 13 and 15  
Case Eleven: New Belgium Brewery

Week Six

Emerging distribution channels for the entrepreneur; Speed as strategy:

12/1 - 3 Entrepreneurship, logistics and the supply chain; Push and pull marketing;

Read: RM2, Chapter 12 and RM1, Snap-On Tools  
Case Twelve: Bonny Doon Vineyards

Week Seven Creative customer service; Control: assessing marketing performance;  
12/8 - 10

Read: RM2, Chapter 16 and RM1  
Case Fourteen: United Breaks Guitars

Final Examination (during exam week)

**Weekly Schedule of Topics** : Saturday, August 15, 1:00-5:00 pm: Introduction to  
Entrepreneurship

- Entrepreneurship Defined
- The Process
- Dimensions
- Contexts
- Course Issues

Friday, September 18, 8-12:30: Research Foundations in Entrepreneurship (= A)

- Introduction: Approach and Expectations
- The Entrepreneurial Revolution
- History: Economics and Management
- The Dramatic Emergence of Entrepreneurship in the Past Twenty Years
- The Key Journals
- What is Entrepreneurship: Definitional Issues
- Interdisciplinary versus Disciplinary
- Capturing the Field: Levels, Domains and Contexts
- A Competency-based Perspective on Entrepreneurship

Eleven Foundational Questions:

1. What is Entrepreneurship?
2. What is an entrepreneurial mindset?
3. Who is the entrepreneur?
4. How are opportunities uncovered?

5. How is entrepreneurial behavior fostered?
6. What are the roles of individuals, teams and networks in venture creation?
7. What are the implications of differing contexts for entrepreneurship theory?
8. Where are we going with the entrepreneurial orientation construct?
9. How do entrepreneurs learn and successful ventures emerge?
10. How are resources uniquely acquired, combined, leveraged and deployed?
11. What are the contributors, components and outcomes of successful exit behaviors?

Saturday, September 19, 1:30-6 pm: The Entrepreneurial Process (= B)

- Publication Possibilities in Entrepreneurship
- Publication Strategies in Entrepreneurship
- Theoretical Frames Used to View Entrepreneurship Phenomena
- The Process Perspective
- Opportunity Recognition
- Business Model Development
- Resourcing
- Implementation
- Exit Strategies
- Failure

Sunday, September 20, 12-3 pm: The Entrepreneur (= C)

- Individual Perspectives: Traits, Skills, Values
- Cognition and the Entrepreneur
- The Entrepreneurial Experience
- Team Perspectives
- Network Perspectives
- Gender and Ethnic Perspectives
- Serial Entrepreneurship

Friday, November 13, 1:30-6 pm: The Entrepreneurial Firm (= D)

- Liability of Newness and Liability of Smallness
- The Concept of Emergence
- Growth and the Entrepreneurial Firm
- Entrepreneurial Orientation
- Entrepreneurial Strategy
- Corporate Entrepreneurship
- Strategic Entrepreneurship

Saturday, November 14, 2014, 1:30-6 pm: Entrepreneurship in Different Contexts (= E)

- Social Entrepreneurship
- Entrepreneurship at the Base of the Pyramid
- Family Business Entrepreneurship
- Cultural Entrepreneurship
- Public Sector and Political Entrepreneurship
- Institutional Entrepreneurship
- Entrepreneurship and the Arts

Sunday, November 15, 2014, 8-11 am: Special Topics in Entrepreneurship (= F)

- Entrepreneurship and the Modern University: Key Trends and Developments
- Economic Development and Entrepreneurship
- Eco-systems and Entrepreneurship/Incubation
- Ethics and the Entrepreneur

<b>Grading Scheme :</b> Class participation/contribution	15%
Case presentation or case critique**	20%
Final examination*	30%
Marketing inventions (two) ***	35%
100%	

\*Minimally a literature review and development of a research model; can be a conference-targeted paper

#### Academic Integrity:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

#### Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

#### Accommodations/Disability:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

#### Attendance:

Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> .

Information on current UF grading policies may be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Information on current UF grading policies for assigning grade points may be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**Instructor(s)** : Professor Michael H. Morris  
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Office Hours: After class and by appointment