

DEPARTAMENTO : ADMINISTRAÇÃO GERAL E RECURSOS HUMANOS (ADM)
CURSO: MESTRADO-DOUTORADO EM ADMINISTRAÇÃO DE EMPRESAS (CMCD-AE)
DISCIPLINA: ENTREPRENEURSHIP
PROFESSOR: TALES ANDREASSI
SEMESTER/YEAR: 2º/2017

SYLLABUS

OBJECTIVE

This course aims to discuss the main theories related to entrepreneurship research, mainly those with a strong interface with strategy. We expect that participants are able to discuss deeply the selected papers for each class, not only the theoretical aspects but also the empirical evidences. Since most participants will teach in the future, this course also aims to prepare students to improve their teaching methods, especially through case studies.

METHODOLOGY

This course has 8 sessions and each one will focus on a different topic related to entrepreneurship. Each session has two parts: in the first part, participants focus on the debate of theoretical papers. Each participant must formulate an insightful question to encourage class discussion and upload it to dropbox no later than two hours before the class.

In the second part of the session, one participant previously scheduled will present and use a case (GVCasos or Harvard Business Publisher are good sources) among the participants. The case must be related to the topic discussed in the session. In order to allow that all participants can read and prepare the cases in advance, the case must be sent to all students two days before the class. You can find some reading about how to use and write case studies at D2L.

CRITÉRIO DE AVALIAÇÃO

Teaching case presented and used by participants	30%
Participation on classes.....	30%
Final paper	40%

In the last session, students should present either a paper related to any topic covered in the course or a teaching case to be submitted to GVCasos. The final paper or case can be written in Portuguese or in English.

DATE	TOPIC
Lecture 1 Aug 3rd	<p>Foundations of entrepreneurship research</p> <p>Landstrom and Benner. Entrepreneurship research: a history of scholarly migration. In Landstrom and Lohrke, Historical Foundation of Entrepreneurship Research. Chapter 2. Cheltenham, Edward Elgar, 2010.</p> <p>Schumpeter, J. 1934. The theory of Economic Development. Oxford: Oxford University Press, p. 65-74 e p. 128-156.</p>
Lecture 2 Aug 10th	<p>Starting a business: Effectuation Theory</p> <p>Sarasvathy, S. Causation and effectuation: toward a theoretical shift from economic inevitability to entrepreneurial contingency. Academy of Management Review, Vol. 25 (2), 2001. pp. 243-263</p> <p>Faia, V.; Rosa, M.A.G.; Machado, H.P.V. Alerta Empreendedor e as Abordagens Causation e Effectuation sobre Empreendedorismo. Revista de Administração Contemporânea, V. 18 (2), 2014. Disponível em http://www.scielo.br/pdf/rac/v18n2/v18n2a06.pdf</p>
Lecture 3 Aug 17th	<p>Starting a business: Bricolage</p> <p>Baker, T.; Nelson, R. Creating Something from Nothing: Resource Construction through Entrepreneurial Bricolage. Administrative Science Quarterly, 50, 2005, p. 329–366</p> <p>Welter, C.; Mauer, R; Wuebker, R. Bridging behavioral models and theoretical concepts: effectuation and bricolage in the opportunity creation framework. Strategic Entrepreneurship Journal 10, 2016, p. 5–20</p> <p>Blank, S. Why the Lean Start-Up changes Everything. Harvard Business Review. May 2013</p>
Lecture 4 Aug, 24th	<p>Business Growth: Strategic Alliances between universities and firms</p> <p>Chu, D. and Andreassi, T. Management of technological Innovation: Case studies in biotechnology companies in Brazil. Management Research, Vol. 9 No. 1, 2011, pp. 7-31</p> <p>Shinn, T. and Lamy, E. Paths of commercial knowledge: Forms and consequences of university–enterprise synergy in scientist-sponsored firms. Research Policy, 35, 2006, pp.1465–1476</p>
Lecture 5 Aug 31st	<p>Business Growth: Funding the business</p> <p>Cable, Daniel M.; Shane, Scott. A prisoner’s dilemma approach to entrepreneur-venture capitalist relationships. Academy of Management Review, Jan 1997, Vol. 22, Issue 1, p. 142-176.</p> <p>Heukamp, Fraz; Liechtenstein, Heinrich; Wakeling, Nick. Do business angels alter the risk-return equation in early stage investments? Journal of Private Equity, Summer 2007, Vol. 10, Issue 3, p. 67-86.</p>
Lecture 6 Sept 14th	<p>Business Growth: Franchising</p> <p>Combs, J.G.; Michael, S.C. e Castrogiovanni, G.J. A Review and Avenues to Greater Theoretical Diversity. Journal of Management, (30), 2004, p. 907</p> <p>Melo, P.; Borini, F., Cunha, J. Percepções de Valor e Elementos Estruturantes das Microfranquias. Revista de Administração Contemporânea (RAC), Rio de Janeiro, v. 18, n.3, pp.328-350, Maio/Junho, 2014, pp. 328-350, disponível em http://www.scielo.br/pdf/rac/v18n3/v18n3a06.pdf</p>
Lecture 7 Sept 21st	<p>The dark and the bright side of the moon: entrepreneurship critical view/social entrepreneurship</p> <p>Baumol, W. Entrepreneurship: Productive, Unproductive, and Destructive. The Journal of Political Economy, Vol. 98, No. 5, Part 1 (Oct., 1990), pp. 893-921</p> <p>Hall, J.; Matos, S.; Sheehan, L. and Silvestre, B. Entrepreneurship and Innovation at the Base of Pyramid: A Recipe for Inclusive Growth or Social Exclusion? Journal of Management Studies 49 (4), June 2012.</p> <p>Seelos, C.; Mair, J. Creating new business models to serve the poor. Business Horizons, 48, 2005, pp. 241-246.</p>
Lecture 8 Sept 28 th	<p>Final paper or case presentation</p>