



Innovation in an Entrepreneurial Environment

ENTR:4000/MGMT:4000

Tentative Syllabus

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Course Description

The way we live and work is shaped by numerous innovations reaching back over the centuries. Today, innovation is seen as a “science” that impacts economic growth and societal wellbeing – and it has become important to the fields of economics, business, technology, engineering and sociology. At the same time, entrepreneurship has become the backbone of innovative business growth.

How does a particular country create a business environment that encourages entrepreneurial and innovative start-up companies toward success? Focusing first on Italy, students learn to research and analyze a country’s policies that are essential to entrepreneurs in their development of innovative products, processes and services. Students are then able to assess the business environment that nurtures innovative and entrepreneurial firms in other countries and contexts.

The course covers a wide range of entrepreneurial companies and innovations through case studies, examples and student research. These include innovation in healthcare, biomedical research and drug development; innovation in food and agriculture; inclusive and green growth; and innovation in energy, education and information technology. The course is interdisciplinary, there are no prerequisites, and it is well-suited to students majoring in all fields of business, engineering and social sciences.

Course Objectives

Upon the completion of this course, students will be able to:

1. Define and explain the relationships among innovation and entrepreneurship, and recognize innovation in a wide range of activities, products, processes and services
2. Research, analyze and compare Italy to other countries in terms of geography, people, government, economy, business climate, communications, transportation and other characteristics
3. Identify the key elements of a country’s innovation and entrepreneurship policies and how these influence a country’s standing in the global economy
4. Analyze the key factors in a country’s business environment that influence the success of entrepreneurial companies
5. Relate the historical innovations of the Renaissance in Northern Italy to the cultural and business characteristics that influence the successful deployment of innovations in today’s business world

Course Materials & Resources

The primary “textbook” for this course is a report from the OECD:

The Innovation Imperative: Contributing to Productivity, Growth and Well-Being, Organisation for Economic Co-operation and Development (OECD), Pages: 268, 2015

In addition to this report, other course materials are drawn from books, industry and company reports, museums, universities, government agencies, public-private partnerships, companies and trade associations. These are available on the internet or are reproduced in the readings packet.

Some source material will be “student initiated” requiring students to identify a credible source of information on a particular topic.

Assessments

The assessments of learning are briefly described below. Be sure to follow carefully the instructions for each assignment and refer to the grading rubrics to understand how your performance will be assessed. The rubrics list the criteria against which performance will be measured and the levels of achievement associated with each criterion.

Class preparation and participation are critical to success in this course. Class sessions include students’ participation in classroom discussions and activities including small-group exercises. Daily and weekly class preparation assignments will be posted. Students are expected to complete the assigned readings, speak and contribute to the discussion and listen carefully and respectfully to others. Preparation and participation will be evaluated after each class on three criteria: 1) preparation, 2) speaking and 3) listening.

Students will be assigned topics and guidelines for three reflection papers. These will be written at the beginning of each Monday’s class after the weekend travel. The focus is on an innovation you observed over the weekend and how the course concepts help you “see” the innovation in a different way.

The course requires two team presentations. One presentation will focus on a particular industry and the other will focus on an Italian start-up. The topics (industries and companies) will be assigned and an outline will be provided for each type of presentation.

The exams consist of a combination of multiple choice and short answer questions on the terminology and concepts and longer essay questions asking student to apply the concepts to companies and management situations.

The assessments and relative weights are shown below.

Assessment	% of Grade
Pre-Work Assignment	5
Class Preparation and Participation	10
Reflection Papers (3)	15
Team Presentations (2)	20
Mid-Term Exam	25
Final Exam	25
Total	100

Grading

The following scale will be used to determine the grades in the course:

90 – 100 points	=A
80 – 89 points	= B
70 – 79 points	= C
60 – 69 points	= D
0 – 59 points	= F

Plus/minus grades will not be assigned. Please refer to this Tippie College of Business website for grading guidelines to be followed in this course: <http://tippie.uiowa.edu/undergraduate/advising/grading-policies.cfm>

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/2 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Brandelle Unkrich (319-335-1041, brandelle-unkrich@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski (shannon-lizakowski@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or brandelle-unkrich@uiowa.edu.

Class Schedule

This is a list of sample topics and reading materials to be covered in the course. A detailed schedule will be provided two weeks before the start of the class.

#	Topic	"Textbook"	Readings Packet	Other Materials
	Pre-work: Define Innovation and Entrepreneurship			Student initiated research
	Pre-work: Renaissance Innovations that Changed the World			YouTube Video: Venice Documentary-Discovery Channel
1	Course Overview Terminology and Definitions	None	The Innovation Imperative – OUTLINE The Innovation Imperative - GLOSSARY	
2	Framework for Innovation and Growth	The Innovation Imperative, Chapter 1, pg. 15+		
3	Innovation and Entrepreneurship Today	The Innovation Imperative, Chapter 2, pg. 33+		
4	Innovation in Italy		Innovation in Italy: Riccardo Illy Points the Way. Knowledge @Wharton	Website search The Innovation Policy Platform (IPP)
5	Fostering Talent and Skills	The Innovation Imperative, Chapter 3, pg. 47+		
6	Innovation in Focus: Glassmaking and Optics		Luxottica Group SWOT Analysis	YouTube Videos Museum websites
7	Business Environment for Entrepreneurship (The Italian Start-Up Act)	The Innovation Imperative, Chapter 4, pg. 69+	MiSE Incentives-Companies (Italian Start Up Act)	
8	Innovation in Focus: Giotto di Bondone (Artist) and Enrico Scrovegni (Patron)		The development of Renaissance donor portraiture The Commissioning of Giotto by Enrico Scrovegni	Museum website Catholic Encyclopedia Online
9	Knowledge creation, diffusion and commercialisation	The Innovation Imperative, Chapter 5, pg. 89+		
10	Innovation in Focus: Linear Perspective		Linear Perspective in Painting Andrea Palladio Filippo Brunelleschi	YouTube Videos Museum websites
11	Effective Entrepreneurship Policies	The Innovation Imperative, Chapter 6, pg. 121+	Italy: a new deal, a better Future, Ernst & Young	Italian National Institute of Statistics (online)

#	Topic	"Textbook"	Readings Packet	Other Materials
12	Public/Private Partnerships for Innovation and Entrepreneurship			Venice Innovation and Research District (website) Italian Business & Investment Initiative
13	Applying the framework: National agenda for innovation and entrepreneurship	The Innovation Imperative, Chapter 7, pg. 153-176		
14	Innovation in Focus: Gentile Bellini, the Doges of Venice and international commerce		Gentile Bellini	Museum websites
15	Applying the framework: Innovation and inclusive growth	The Innovation Imperative, Chapter 7, pg. 176-191	Italian Business & Investment Initiative: History	
16	Applying the framework: Fostering health innovation	The Innovation Imperative, Chapter 7, pg. 192-204		Italian Business & Investment Initiative: Portfolio of Innovators
17	Applying the framework: Green economic growth	The Innovation Imperative, Chapter 7, pg. 205-218		
18	Implementation of innovation and entrepreneurship policies	The Innovation Imperative, Chapter 8, pg. 237+		