



Innovation in an Entrepreneurial Environment

ENTR:4000/MGMT:4000

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Course Description



Innovation, discovery, breakthroughs, ideas and creativity are essential to business growth and societal wellbeing. In fact, innovation is so important that it is now seen as a “science” – and it has become a focal point in such diverse fields as economics, technology, engineering and sociology. But, innovation has no value until entrepreneurs bring the best ideas into the marketplace. Businesses therefore thrive when there is an entrepreneurial environment in which innovations are turned into value-creating products and services.

This course first examines the question of what is an entrepreneurial environment? Then second, how does a particular country – such as Italy – create an entrepreneurial business environment that encourages innovative start-up companies toward success? Students learn to research and analyze the business environment and country 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 innovation and entrepreneurship and their interrelationship
2. Recognize key factors in the business environment that influence the success of innovative entrepreneurial companies
3. Research and analyze country characteristics in terms of geography, people, government, economy, communications and transportation; Recognize how these influence the business environment
4. Evaluate the role of public-private partnerships, public policies and venture capital for financing seed and early-stage firms as well as SMEs.
5. Use the concepts of innovative entrepreneurship to analyze developments in a wide range of industry sectors and application areas
6. Relate the historical innovations of the Renaissance in Northern Italy to the cultural and business environment that influences entrepreneurial success in today’s business world

Course Materials & Resources

The main textbook for the course is:

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

This report explores the fundamental aspects of innovation strategy and “sets out how governments can deliver better innovation policies for better lives.”



In addition, students will access this resource electronically:



The Innovation Policy Platform (IPP), Organisation for Economic Co-operation and Development (OECD) and the World Bank.

This web-based collection of materials provides “access to knowledge, learning resources, indicators and communities of practice on the design, implementation, and evaluation of innovation”.

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 and include, for example:

- Italian Start Up Act
- Italian National Institute of Statistics (Istat.it)
- Italian Business & Investment Initiative

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

Course Requirements

The course assignments and assessments of learning are briefly described below. Students should follow carefully the instructions for each assignment and refer to the grading rubrics to understand how your performance will be assessed.

Class preparation and participation: Class sessions include discussions, activities and 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. The course will incorporate guest speakers and site visits for further insights into the course topics.

Reality Check assignments: Students will increase their awareness and understanding of the current issues surrounding innovation and entrepreneurship through this assignment. Students will locate three recent news articles, write one-page summaries, and be prepared to discuss with the class. Additional guidance on sources and topics will be provided.

Group assignments: Students work in groups to conduct research and prepare two presentations to the class. One focuses on an industry sector and the other on Italian SMEs in that industry. The topics (industries and companies) will be agreed upon and assigned to the teams based on student interest. An outline and additional guidance will be provided for each presentation.

Exams: Two exams (mid-term and final) will assess students’ knowledge gained in the course. The exams are 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 business environments.

Pre-Work Assignment: Students will receive a pre-program assignment of approximately three hours to complete prior to beginning the program in Italy.

Grading

The course requirements and relative weights are shown below.

Course Requirements	% of Grade
Pre-Work Assignment	5%
Class Preparation and Participation	10%
Reality Check Assignments (3 @ 5% each)	15%
Group Assignments with Team Presentations (2 @ 10 % each)	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>

Class Schedule

This is a list topics to be covered in the course. A detailed schedule will be provided before the start of class.

- Terminology and Definitions
- Innovation and entrepreneurship today
- Historical perspective of innovation and entrepreneurship in Italy
- Business growth, economic growth and social outcomes
- Characteristics of the business environment
- Business environment in Italy
- Entrepreneurs as agents of economic growth
- Industry sectors and emerging opportunities
- Small to medium enterprises (SMEs)
- Fostering talent and skills
- Knowledge creation, diffusion and commercialisation
- Effective entrepreneurship policies
- Public/Private partnerships for innovation and entrepreneurship
- Applications of the frameworks to specific innovations and SMEs
- Sustaining growth through innovation and entrepreneurship policies in Italy and beyond

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 1/3 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.