Update: June 1, 2018

The University of Pennsylvania
The Wharton School
Management Department

PhD Seminar on Entrepreneurship

MGMT 937, Q1 - Fall 2018
Tuesday 9:00 AM – 12:00 PM
The Bowman Room

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Course Overview and Design

The seminar is designed to expose you to cutting-edge theoretical and empirical developments, and to appropriate methodological perspectives on entrepreneurship research. For a solid understanding of the entrepreneurship phenomenon, the course will start with a review of the foundations and intellectual heritage of the entrepreneurship field. We will then focus on the main questions that define the field today and critically examine how researchers are approaching these questions.

In addition to addressing the content of the received entrepreneurship literature, we will seek to identify promising research areas, which may be of interest to you in the context of your dissertation research. As well, we will examine the process of crafting research papers and getting them published in top tier journals. Towards the end of the course, we will characterize the key elements of high impact papers and review the development process of such studies.

Learning Outcomes

- Know the state-of-the-art of entrepreneurship research
- Develop your research agenda: link and enrich it with entrepreneurship topics
- Critically examine published research, and articulate its strengths as well as weaknesses
- Build connections between a small set of research articles, and discover patterns
- Formulate a compelling research question
- Match a research question with an appropriate methodology to explore it
- Craft a research proposal (question, motivation, literature review, hypotheses, method)
- Navigate the review and publication process
- Effectively present your research to others in an academic setting
- Lead an academic discussion
Competencies

The course actively fosters a number of key skills that are important for your development as a management scholar. Among them are the following:

- Ability to understand state-of-the-art research published in top journals
- Ability to conduct critical analysis, evaluation, and synthesis of new and complex ideas
- Ability to give a research presentation and to lead an academic discussion
- Ability to formulate an interesting research question and to craft a research design in order to answer that question, including the choice of an appropriate methodology
- Ability to understand and manage the socially complex process of conducting and publishing research

Methodology

You are expected to come to class fully prepared to discuss and analyze the assigned readings for the session. Each week we will focus on approximately 5 or so papers from the suggested reading list. You should read at least one additional paper from the readings list (the one that interests you the most) to compare and contrast the insights from that paper with the ones covered in class. This will enrich the quality of class discussion and analysis, and give you a broader understanding of the field.

“Analyzing” a paper involves identifying and laying out:

- Research question(s)
- Central arguments and hypotheses
- For empirical papers, methods (research design, sample, data collection, construct measures, analytic techniques) and results
- Key conclusions
- Strengths, weaknesses, contributions to the literature, and interesting areas/questions for discussion.

Each student will serve as the discussion leader for one or more of the course sessions. Discussion leaders are expected to:

(i) critically review several articles;
(ii) identify new insights in the research that is being reviewed;
(iii) evaluate its contribution to the literature;
(iv) position the articles within the received literature on the subject matter;
(v) present your own point of view on each article;
(vi) raise discussion questions; and
(vii) act as the discussion moderator for the class session.

In addition, you should reflect on the following questions that consider the readings collectively:

(i) What are the common themes within the articles, contradictions among the articles, and insights?
(ii) What are the most important conclusions from the readings viewed collectively?
(iii) What might be appropriate follow-on research questions for a study based on a research gap that is suggested? (This entails your developing an understanding of the assigned articles, their relationship to one another, and their collective synthesis.)
Each discussion leader is asked to prepare a short PowerPoint that summarizes each of the assigned papers. It should include:

(i) a statement of the main research question(s);
(ii) the methodology;
(iii) data set (if any);
(iv) summary of findings;
(v) a commentary with your thoughts on the reading; and
(vi) proposed discussion questions.

Prior to each session the designated discussion leader will meet with me to plan the session in detail.

During the class meeting the designated discussion leader will facilitate the class discussion with the aid of the PPT. Not only will the seminar participants learn from you, but you will also benefit from getting in-depth feedback on your presentation content as well as style. In other words, you will practice and learn the art of making effective presentations in an academic setting. You will then seed the debate by asking stimulating questions, and you will moderate the ensuing discussion jointly with me. This process helps you develop your skills as discussant and session chair, which are useful skills for your future career as an academic. In addition, and perhaps most importantly, it will help you develop your critical thinking.

As a general recommendation for each session participant, please ensure that you have a point of view on the key insights of the assigned readings as well as their strengths and weaknesses. Also bring your thoughts on questions and interesting issues to discuss during class, and make connections with ideas that you have come across in other courses or readings.

**Requirements and Evaluation**

One reaction paper is due by **October 16, 2018**. You will evaluate a paper of your choice, selected from the reading list, or another paper that is of interest to you and has been vetted by the Instructor.

Your course grade will be determined as follows:

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<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Your participation in class discussions</td>
<td>33%</td>
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<tr>
<td>Your effectiveness as a discussion leader</td>
<td>33%</td>
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<tr>
<td>Your reaction paper</td>
<td>34%</td>
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The paper must **not** exceed 15 double-spaced pages, including references and exhibits.

The reaction paper should draw on the theoretical and empirical (if applicable) issues addressed in the paper to which you are reacting. It should include a short summary of the paper to which you are reacting. However, your reaction paper should focus primarily on the theoretical, empirical, or other issues you may have with the paper; and/or your own new research idea(s) that emerged from your review of the paper. If you decide on that latter alternative, please be sure to:

- Outline the motivation and research question
- Sketch of the theory section with testable hypotheses, anchored in the literature
- If applicable, an intended method section that explains the empirical methodology
- A tentative, short discussion of the potential implications and contributions of your research

You will get an excellent grade for the course in return for diligent preparation, inspired class participation, exceptional facilitation of class session(s), and outstanding writing.
Other course features and resources

There will be a dedicated Canvas site for our course. Lecture notes and course materials that are not copyrighted by a third party and periodic announcements will be posted on this Canvas site. The Canvas URL is: https://canvas.upenn.edu/courses/1400233

You will be able to access Study.net through Canvas. All third party copyrighted readings are found on Study.net. You should receive an email with log-in information from Study.net at the beginning of the semester. Please contact customerservice@study.net with any login issues.

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<thead>
<tr>
<th>Session Number</th>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>1</td>
<td>Tuesday, August 28, 2018</td>
<td>Introduction: What is entrepreneurship? Who is (not) an entrepreneur? What is the role of the entrepreneur? What questions define the field? Overview and Classics</td>
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<td>2</td>
<td>Tuesday, September 4, 2018</td>
<td>What are Sources of Entrepreneurship? Why Become An Entrepreneur?</td>
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<td>3</td>
<td>Tuesday, September 11, 2018</td>
<td>Entrepreneurship and Firm Dynamics Entrepreneurs’ resources</td>
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<td>4</td>
<td>Tuesday, September 18, 2018</td>
<td>Entrepreneurial Firm Design: What is a business model, and why is it important? What is the role of design in entrepreneurship?</td>
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<td>5</td>
<td>Tuesday, September 25, 2018</td>
<td>Social Entrepreneurship Institutional Entrepreneurship Corporate Entrepreneurship</td>
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<td>6</td>
<td>Tuesday, October 2, 2018</td>
<td>Sociology of Entrepreneurship</td>
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<td>7</td>
<td>Tuesday, October 9, 2018</td>
<td>Entrepreneurial Finance: VC vs. Corporate VC; Crowd funding Reaction Paper Due on October 16, 2018</td>
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Detailed Course Outline

Note: Each week I will point you to the specific papers on which our discussion will center in the following class meeting. I will work with the discussion leader throughout the week to prepare the class.

Minor changes to the reading list can be anticipated throughout the term.

Session 1: Tuesday, August 28, 2018 at 9:00 AM

I. Introduction & Overview and Classics

A. Readings


B. Supplemental Readings -- Review Articles


C. Supplemental Readings -- Relevant Method Papers


D. Supplemental Readings -- Articles about Entrepreneurship Research Pioneers


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Session 2: Tuesday, September 4, 2018 at 9:00 AM

I. The Sources of Entrepreneurship

A. Readings


II. Why Become an Entrepreneur

A. Readings


Session 3: Tuesday, September 11, 2018 at 9:00 AM

I. Entrepreneurship and Firm Dynamics

A. Readings


II. Entrepreneurs’ Resources

A. Readings


Session 4: Tuesday September 18, 2018 at 9:00 AM

I. Designing the entrepreneurial firm

A. Readings


B. Review papers


Session 5: Tuesday, September 25, 2018 at 9:00 AM

I. Social Entrepreneurship

A. Readings

II. Institutional Entrepreneurship

A. Readings


III. Corporate Entrepreneurship

A. Reading


Session 6: Tuesday, October 2, 2018 at 9:00 AM


A. Readings

II. Sociology of Entrepreneurship: Social Capital, Founding Teams, and the Role of Firms

A. Readings

III. Sociology of Entrepreneurship: Founders and genealogy

A. Readings


B. Optional readings


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Session 7: Tuesday, October 9, 2018 at 9:00 AM

I. Entrepreneurial Finance

A. Readings


