

Lesson Plan: Introduction to Entrepreneurship

A lecture course at X Polytech

ESTIM Business School
Department of Management

Entrepreneurship
April 1st, 2022
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Topic: Introduction to Entrepreneurship

Class Objectives:

- Understand Entrepreneurship theories.
- Learn how to define the entrepreneur.
- Learn how to define the enterprise.
- Learn how to define Entrepreneurship.
- Explore Entrepreneurial beliefs and biases.
- Examine factors that may promote Entrepreneurship.
- Explore the importance of Entrepreneurial competences.

Relation to Course Goals:

As an introductory lecture course, the goals relate to gaining a basic understanding of Entrepreneurship. Specific goals are to understand major leading theories and explanations of the Entrepreneurial phenomenon, how researchers conduct studies with different types of entrepreneurs, and in the different contexts. Therefore, these lesson goals are highly related to the course goals. The lesson will cover the predominant theories of Entrepreneurship as well as research conducted to test those theories. Furthermore, factors that promote Entrepreneurship and the entrepreneurial behavior. In addition, the lesson presents milestones in the entrepreneurial process. Students are encouraged to participate and take an active role in learning. Students are encouraged to discuss questions stemming from the presentation of videos depicting enterprise-entrepreneur-environment interactions in a lab measure of entrepreneurial competences. Throughout the class, new information on Entrepreneurship put into the context of prior knowledge of the entrepreneurial mindset (e.g., effectuation vs. causation).

Prerequisite Knowledge:

Students are not expected to have attended previous classes when entrepreneurship themes were discussed. They are expected to have read the chapter in the textbook on which the presentation of this lesson is based.

Key Concepts:

Entrepreneur, Enterprise, Entrepreneurial environment, Entrepreneurial mindset, Entrepreneurial behavior, Entrepreneurial education, Entrepreneurial competences, Entrepreneurship factors, Entrepreneurial process, Entrepreneurial Intelligence .

Instructional Strategies:

8:00-8:05 AM: Introduce topic and specific goals of class

- Ask whether students have heard about entrepreneurship in previous classes and if they have specific related questions

8:05-8:15 AM: Define Entrepreneurship & present historical context of the beginning of Entrepreneurship research

- Observations of the behavior of entrepreneurs without and with permanent job (e.g., hybrid entrepreneurs)

8:15-8:30 AM: Discuss Hybrid Entrepreneurship studies & show videos

- Frederic Delmar studies on Hybrid Entrepreneurship and the mini-entrepreneur episode
- Ask for class response
 - How did the mini-entrepreneur respond to being bored at work? What does this imply?
 - Why would Delmar encourage Hybrid Entrepreneurship?

8:30-8:40 PM: Present the Genetic theory of Entrepreneurship and entrepreneurial traits

- Individuals are biologically predisposed to develop entrepreneurial traits
- Entrepreneurial traits are reflected in the extent to which individuals feel comfortable enough to explore the environment and its opportunities
- Entrepreneurial traits have long-term effects on individual development, behavior and attitude

8:40-9:10 AM: Describe Ajzen's research & measurement of attitude and behavior how it promotes Entrepreneurship research

- Ajzen's theory of reasoned action (TRA)
- Ajzen's theory of planned behavior (TPB)
 - Attitude toward the behavior
 - Subjective norm
 - Perceived behavioral control
- Intention-behavior link studies
- Belief-based measures
 - Eliciting accessible behavioral outcomes
 - Eliciting accessible normative references
 - Eliciting accessible control factors

9:10-9:20 AM: Present the different relationships in Entrepreneurship literature and the importance of the entrepreneurial phenomenon in a turbulent environment

- The importance of the dialectic relationship between the entrepreneur, the enterprise and the environment
- Symbiotic relationship (Bruyat, Verstraete)

9:20-9:30 AM: Discuss research findings on the potential effect of Entrepreneurial Intelligence on later development of Entrepreneurial competences and processes.

- Effect of Entrepreneurial skills on academic and social functioning
- Potential underlying mechanisms
- Ask for student thoughts

Which mechanism do you think is more likely and why? Is there any support/validity for the idea that entrepreneurial intelligence would have long- term effects?