

**COURSE NAME:** Innovation and Entrepreneurship

**COURSE NUMBER:** 11:373:403

**SEMESTER:** Fall 2024

**MEETING DAYS, TIMES, AND PLACE:** M, W 3.50PM – 5:10 PM, PMD/CHCK-214

**PREREQUISITE:** 11:373:231

**CONTACT INFORMATION:**

Instructor(s): Dr. Sonal Pandey

Office Location: Cook Office Building, room 117

Email: [sp2535@sebs.rutgers.edu](mailto:sp2535@sebs.rutgers.edu)

Office Hours: Friday- 11 am to 12pm

**COURSE WEBSITE, RESOURCES AND MATERIALS:**

Donald F. Kuratko (2017). *Entrepreneurship: Theory, Process and Practice* (11<sup>th</sup> Edition), ISBN: 9780357033135. Boston: Cengage Learning. [KUR]

**COURSE DESCRIPTION:**

“The direction of all economic affairs is in the market society a task of the entrepreneurs. Theirs is the control of production. They are at the helm and steer the ship. A superficial observer would believe that they are supreme. But they are not. They are bound to obey unconditionally the captain’s orders. The captain is the consumer.”

Ludwig Von Mises, *Human Action* (1940).

In this course, we will explore how the entrepreneur (translated from the French “undertaker”) use new knowledge (innovation) or updated knowledge to address a consumer need. Consumers can be acutely aware of this need or ignorant of the need, in this latter instance the consumer depends on the entrepreneur to introduce him/her to a good or service that “he/she can’t really live without.”

**LEARNING GOALS:**

- Student will learn the microeconomic theory that underpins Innovative Entrepreneurship.
- Student will become familiar with the financial and non-financial instruments that can facilitate the entrepreneurial function.
- Student will learn about the constructive and destructive roles that government can have on entrepreneurship and innovation.
- Students will grapple with the issue “can entrepreneurship be taught.”

**ASSIGNMENTS/RESPONSIBILITIES, GRADING & ASSESSMENT:**

- Participation in class. Students are expected to attend all classes.
- Completing a midterm and a final exam.
- Complete an individual or group project that can be submitted to a public or private funding sources (micro-enterprise incubator, private venture capitalist, investment firms, U.S. Small Business Administration – Office of Entrepreneurial Development, etc.) which will guide/finance your project through the stages of refined conceptualization, design implementation, and marketing.

The course grade will be computed as follows:

Midterm Exam	25%
Case Study Write-ups	25%
Individual/Group Project	25%
Final Exam	25%

Grading scale will be as follows: A = 90% or above; B+ = 85-89%; B = 80-84%; C+ = 75-79%; C = 70-74%; D = 60-69%; F = Below 60%

**ACCOMODATIONS FOR STUDENTS WITH DISABILITIES**

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>

**ABSENCE POLICY**

Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

### COURSE SCHEDULE

This outline gives the topics that we will cover; however, we may spend more time on some topics and less on others if this is necessary.

Week 1	Introduction to Course [KUR] Chapter 1
Week 2	The Microeconomic Theory of Entrepreneurship [KUR] Chapter 2
Week 3	Entrepreneurial Mindset(s) [KUR] Chapter 3
Week 4-	Social and Moral Entrepreneurship [KUR] Chapter 4 <b>Case Study 1: Arvind Eye Hospital</b>
Week 5-	Innovation [KUR] Chapter 5 <b>Case Study 1: Summary Due</b>
Week 6-	Assessing Entrepreneurial Opportunities [KUR] Chapter 6
Week 7-	Pathways to Entrepreneurial Ventures [KUR] Chapter 7 <b>Case Study 2: Nurture thru Nature (NtN)</b>
Week 8-	<b>MIDTERM EXAM</b> <b>Case Study 2: Summary Due</b>
Week 9	Marketing Research for Entrepreneurial Venture [KUR] Chapter 10
Week 10-	Financial and Legal Preparation [KUR] Chapters 9 and 11 <b>Case Study 3: Google</b>
Week 11	-Effective Business Plan [KUR] Chapter 12 <b>Case Study 3: Summary Due</b>
Week 12	-Strategic Entrepreneurial Growth [GU] Chapter 13 <b>Preliminary Business Plan Due</b>
Week 13-	Valuation of Entrepreneurial Ventures [GU] Chapter 14
Week 14	The Role of Government and University Reading: Materials provided
Week 15	Individual (Group) Project Presentation of Proposed Venture
<b>Exam Week: FINAL EXAM</b>	

## ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.  
the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

## STUDENT WELLNESS SERVICES

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901/ [www.rhscaps.rutgers.edu/](http://www.rhscaps.rutgers.edu/)

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

#### Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / [www.vpva.rutgers.edu/](http://www.vpva.rutgers.edu/)

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

#### Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

#### Scarlet Listeners

(732) 247-5555 / <https://rutgers.campuslabs.com/engage/organization/scarletlisteners>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.