

## **Course Description**

This course introduces a revolutionary process-oriented approach to education through entrepreneurship. The course aims to provoke your creative potential; your desire to do something different with your abilities; and your aspiration to achieve.

Combining the most recent insights from psychology, identity/role theory, and creativity research with the latest entrepreneurship research, this course will enable you to reshape your ideas about what you are able to accomplish with your current disciplinary background. Using narrative methods, opportunity disclosing and imagination, you will be trained to disclose opportunities and act on your own individual opportunity for entrepreneurship. You will also experience how your particular disciplinary background and everyday practice can be employed to facilitate the creation of value (e.g. economic, social, or environmental) through business models and collaboration with others. The course also aims to facilitate the forging of unique business models.

The course is based on the pedagogy of learning 'through' the entrepreneurial process. You will not only familiarize yourself with the prescribed literature; you will also be required to identify the literature, which is most pertinent to you as an individual. The course facilitates a form of enterprising behavior that can be invoked not only to create new companies, but also to facilitate social entrepreneurship, or other forms of innovative value creation in the public and private sectors. You will be trained in those entrepreneurial methods and processes necessary to achieve this.

## **Required Course Materials**

At this course runs from 09.00 AM to 05.00 PM every day, we suggest that students read all the course materials before the course starts on July 11. These course materials will be emailed to you as PDF files. And, each of the emails with the course materials will be less than 10 MEG in size.

Spinosa, C. et al. (1997). *Disclosing new worlds: Entrepreneurship, democratic action and the cultivation of solidarity*. Cambridge MA, MIT Press. (Introduction & Chapter 1+2, pages 1-68)

Blenker, P., Frederiksen, S.H., Korsgaard, S., Muller, S., Neergaard, H., Thrane, C., (2012). "Entrepreneurship as everyday practice: towards a personalized pedagogy of enterprise education." *Industry and Higher Education* 26(6): 417-430.

Buchenau, M. and J. F. Suri (2000). Experience prototyping. *Proceedings of the 3rd conference on Designing interactive systems: processes, practices, methods, and techniques*. New York City, New York, USA, ACM: 424-433.

Coyne, Kevin P., Patricia Gorman Clifford, and Renée Dye. "Breakthrough thinking from inside the box." *Harvard Business Review* 85.12 (2007): 70.

Osterwalder, A. & Pigneur, Y. (2010): "Business Model Generation", Wiley & Sons, New Jersey. Pages 1-51 (available online at [http://www.businessmodelgeneration.com/downloads/businessmodelgeneration\\_preview.pdf](http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf))

Ries, E. (2011). *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*. London, Portfolio Penguin. Chapter 4, pages 56-78.

Sarasvathy, S. D. (2001). "What makes entrepreneurs entrepreneurial?" Working Paper. Foster School of Business. Seattle. University of Washington.

Shane, S. and S. Venkataraman (2000). "The Promise of Entrepreneurship as a Field of Research." *Academy of Management Review* 25(1): 217-226.

Thrane, C., Blenker, P., Korsgaard, S., Neergaard, H. (Forthcoming). "The promise of entrepreneurship education: Reconceptualizing the individual opportunity nexus as a conceptual framework for entrepreneurship education".

**(If you have extra time, here are some additional readings):**

Alvarez, S. A. and J. B. Barney (2007). "Discovery and Creation: Alternative Theories of Entrepreneurial Action." *Strategic Entrepreneurship Journal* 1(1-2): 11-26.

Löbler, H. (2006). "Learning entrepreneurship from a constructivist perspective." *Technology Analysis & Strategic Management* 18(1): 19-38.

Neergaard, H. and Krueger, N. (2012). "Still playing the game?" in *International Journal of Entrepreneurial Venturing*, Vol. 4, Nr. 1, 2012, s. 18-31.

Ruef, M. (2002). Strong ties, weak ties and islands: Structural and cultural predictors of organizational innovation. *Industrial and Corporate Change*, 11(3), 427-449.

Sarasvathy, S. D. and S. Venkataraman (2011). "Entrepreneurship as Method: Open Questions for an Entrepreneurial Future." *Entrepreneurship Theory and Practice* 35(1): 113-135.

Tanggaard, L. (2013). "The sociomateriality of creativity in everyday life." *Culture & Psychology* 19(1): 20-32.