

Dissertation Seminar **The Entrepreneurial Opportunity**

Academic Year: **2017/2018**

Semester: **2nd**

Instructor(s): **Claudia Costa**

Max. Number of Students: **8**

Seminar Description:

This seminar aims at equipping students with insights on major issues facing initial stages of entrepreneurial ventures. A good idea is just the beginning of the entrepreneurial journey. Key to the venture is the entrepreneur ability to turn that idea in a compelling business proposition that conquers customers, partners and investors into that journey. The birth of the entrepreneurial venture requires a combination of analytical capabilities, determinations and passion. This workshop focuses on (but not restricted to) understanding how entrepreneurs can turn ideas and opportunities into a business. Students will work with real cases that will be used to frame the entrepreneurial opportunity and as a basis for the research. The focus will be technology opportunities in the health sector..

Students are expected to be proactive in their research project, self motivated and able to deal with ambiguity while dealing with their research project.

Seminar Content:

This seminar will start by providing an overview of the main issues on entrepreneurship namely the different stages and factors to take into account when entrepreneurs look to shape the opportunities. These discussions are the starting point for students to identify issues of interest for their research which allows students to formulate their research questions. Next the seminar will be held as group sessions feedback. The last sessions are supervisor's feedback on a one to one basis towards thesis completion.

Seminar Objectives:

Students will understand the entrepreneurial process to generate ideas for new businesses and how to turn them into opportunities. Namely, around 1) how entrepreneurs need to



perceive an unmet market need, or a new technology or a capability that could meet a need, 2) discover the fit between market needs and the capabilities and resources and 3) create a solution (product, service, or a hybrid) that can be delivered to a specific market. The final goal is to introduce students to scientific rigour of academic research in a topic of their interest (entrepreneurship) that provides guidance for both practitioners and academics.

Students are free to suggest their own topic of interest in the area. Otherwise the instructor will direct them to some predefined topics. Students can either follow the traditional academic model or a case study format.

Bibliography / Recommended Textbook(s) / Additional Readings:

Ardichvili, A.; Cardozo, R. & Ray, S. (2003). A Theory of Entrepreneurial Opportunity Identification and Development. *Journal of Business Venturing*, 18 (January): 108.

Blank, S. G. (2005). *The Four Steps to the Epiphany: Successful Strategies for Startups That Win*, 2nd ed. San Mateo, CA: Cafepress.com.

Chen, C.; Greene, P. & Crick, A. (1998). Does Entrepreneurial self-efficacy distinguish entrepreneurs from managers? *Journal of Business Venturing*, 13 (4), 295-316

Dyer, J. H.; Hal, B. G. & Clayton, M. C. (2011). *The Innovator's DNA: Mastering the Five Skills of Disruptive Behavior*. Boston: Harvard Business Press.

Eisenmann, Thomas R., Eric Ries, and Sarah Dillard. "Hypothesis-Driven Entrepreneurship: The Lean Startup." HBS No. 812-095. Boston: Harvard Business Publishing, 2011.

Hyytinen, A. Pajarinen, M. & Rouvinen, P. (2015). Does innovativeness reduce startup survival rates? *Journal of Business Venturing* 30 (4), 564-581

Kevin, E.D., Rockmann, W. & Pratt, M. G. (2012). When should I trust my gut? Linking domain expertise to intuitive decision-making effectiveness. *Organizational Behavior and Human Decision Processes*, 2012; 119 (2): 187 -194

Ozgen, E. & Baron, R.A. (2007). Social Sources of Information in Opportunity Recognition: Effects of Mentors, Industry Networks, and Professional Forums *Journal of Business Venturing* 22 (March): 174–192.

Porter, M. E. (1996) "What Is Strategy?" *Harvard Business Review*, 74 (November–December): 61–78.

Unger, J.; Rauch, A.; Frese, M. & Rosenbusch, N. (2011). Human capital and entrepreneurial success: A meta-analytical review, *Journal of business venturing*, 26 (3), 341-358



Contact(s) and Office Hours:

Instructor Profile: <https://www.linkedin.com/in/claudia-costa-0314801>

Please email at: clau.costawork@gmail.com

Schedule:

Session #1 (5th February, 11am to 12.30pm):

Introduction to the topic. Discussion of the major aspects of Entrepreneurship.

Session #2 (19th February, 11am to 12.30pm):

Major trends in innovation and how startups can find opportunities in the face of seemingly omnipotent incumbents

Session #3 (5th March, 11am to 12.30pm):

Students' presentation of topic choice. Presentation and discussion of the research problem.

Introduction to formal aspects of the dissertation

Session #4 (19th March, 11am to 12.30pm):

Individual presentations from a 5 page research proposal. Feedback from colleagues and supervisor

Session #5 (19th April, 11am to 12.30pm):

Final discussion and scheduling progress towards Thesis delivery to Academic Services

Deadlines:

The full list of dates and deadlines can be consulted [here](#).