

Teaching Strategic Entrepreneurship: Doctoral Courses

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October 2012



My entrepreneurship teaching

▶ Courses

- “Economics of Entrepreneurship: Theory, Applications, Debate”
 - ▶ 15-week course at the University of Missouri
 - ▶ PhD students from management, economics, and other fields
 - ▶ Readings course, some min-lectures, mostly student-led discussion
- “Entrepreneurship, Innovation, and Competitive Advantage”
 - ▶ 3-day seminar at Norwegian School of Economics
 - ▶ PhD students in strategy and entrepreneurship
 - ▶ Lecture and some student presentations

▶ Perspective

- Largely, but not exclusively, based on economics
- Not exclusively on strategic entrepreneurship, but SE an important part
- Like typical doctoral course, emphasis on professional development

Some objectives

► Sense of the field

- The entrepreneurship research phenomenon (bubble?)
- Why such a hot topic?
- “Traditional” entrepreneurship studies versus newer literature on strategic entrepreneurship
- Extremely wide variety of theories, constructs, approaches, perspectives



- A “broad label under which a hodgepodge of research is housed” (Shane and Venkataraman, 2000)
- A “cacophony of results and ideas” (Gartner, 2001)
- An “extreme diversity of definitions and approaches [that] ends up being an interesting patchwork of insights drawn from different times and places” (Bikard and Stern, 2011)

► Scope of the course

- Thinking systematically about entrepreneurship
- A sampler, not a systematic survey



Thinking about entrepreneurship

▶ Meta-definitions

- Phenomenon: self employment, startups , SME management, new-product introduction
- Way of thinking or acting: creativity, imagination, initiative, innovativeness
- Abstract economic function: alertness to profit opportunities, judgment under uncertainty, disruption of existing equilibrium
- My taxonomy: occupational, structural, functional (Klein, *SEJ*, 2008)

▶ Unit of analysis: individual, firm, process, function?

▶ Research methods: standard economics, sociology, psychology, or heterodox approaches?

▶ My secret desire: drop the e-word

Syllabus for full-semester course

Part 1: Introduction

1. Introduction: occupational, structural, and functional approaches to entrepreneurship

Part 2: Classic contributions to entrepreneurship theory

2. Cantillon, the Physiocrats, and the British Classical School

3. Menger and the early Austrian school

4. Schumpeter and the economics of innovation

5. Knight, entrepreneurial judgment, and the firm

6. Kirzner and entrepreneurial alertness

7. Schultz and adaptation

Part 3: Modern perspectives and applications

8. Occupational entrepreneurship: recent contributions

9. The structural approach: causes and consequences of new-venture creation

10. Entrepreneurship and finance

11. The opportunity-discovery perspective

12. Entrepreneurship, heterogeneous capital, and the firm

13. The institutional environment

14. Political entrepreneurship

15. Entrepreneurial teams

Syllabus for mini-course

▶ Entrepreneurship: general

- State of the field, definitions, links between entrepreneurship and strategy
- The opportunity-discovery perspective
- The judgment-based view

▶ Entrepreneurship and innovation

- Schumpeter and creative destruction
- Modern innovation literature

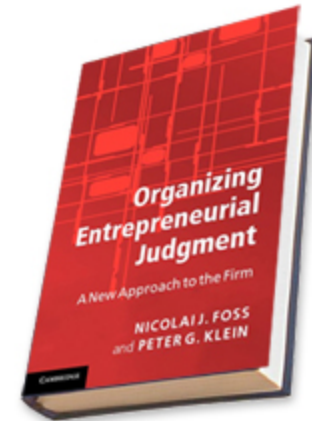
▶ Entrepreneurship, the firm, and competitive advantage

- Entrepreneurial theory of the firm; entrepreneurial origins of SCA; why entrepreneurs need strategy

▶ Entrepreneurship and public policy

▶ Miscellaneous seminal works

- Kihlstrom and Laffont (1979), Lumpkin and Dess (1996), Garud and Karnoe (2003), Lazear (2004, 2005), Sarasvathy et al. (several papers)



Closing thoughts

- ▶ Entrepreneurship: an exciting field!
 - Nascent
 - Multidisciplinary
 - Much confusion over theoretical constructs, framing, research design – and much opportunity!
 - In particular: need to **integrate** entrepreneurship and other fields of management
- ▶ Putting entrepreneurship into strategy and organization: what difference would it make?
 - Occupational and structural approaches: probably not much (just a relabeling)
 - Functional approaches: a revolution?

