

# Spring 2017 ECON 375

## Economics of Entrepreneurship

**Dr. Grace Kim**

**Office Hours:** MW 4:30-5:30 p.m. + T 1:30-3p.m.  
& by appointment

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**Course website is at the following address:**

<http://sakai.duke.edu/portal/site/ECON375Spring2017>

**Class Time:** MW 3:05-4:20 p.m.

**Class Location:** SocPsychBldg#127

**Campus weather closures:** [www.duke.edu](http://www.duke.edu)

**Welcome to the economics of entrepreneurship!** How do we value and spur innovation? Why does one start-up succeed and another fail? You will learn how to apply economics, such as game theory and risk analysis, to analyze innovation and business start-ups and their development. The focus of this course is to evaluate the role of innovation in the macroeconomy and the microeconomic performance of entrepreneurs. Thus, you will gain an understanding of the effects of government policies and economic fluctuations on innovation and an understanding of the organization and financing, development, and allocational decisions of entrepreneurial ventures as they pivot and grow. Thus, this course will benefit those who want to learn how to apply economics to analyze a timely topic and those who are interested in becoming entrepreneurs with an understanding of how the macroeconomy can affect their business practices and how to make better microeconomic decisions.

**Prerequisites:** ECON201D (formerly ECON55D) Intermediate Microeconomics I. ECON 375 is an upper-division course that serves as an elective to fulfill requirements for the Major or the Minor in Economics.

**Required Textbook:** *Entrepreneurship*, 9<sup>th</sup> edition (2012) used past semester, McGraw-Hill, by Robert D. Hisrich, Michael P. Peters, and Dean A. Shepherd, available at the campus bookstore. The textbook will serve as a reference guide. Additional readings and case studies will be assigned, particularly pertaining to managerial economics and strategic management. **Textbook readings and lectures are NOT substitutes for each other.**

**Requirements:** You will be expected to generally use your Duke e-mail account and access Sakai for the course website, particularly to download readings and assignments from the **RESOURCES** folder. There will be terms and definitions to memorize, but the central focus of this course will require critical thinking on your part to analyze entrepreneurship issues and case studies. In this upper-division course you are expected to contribute actively and thoughtfully in coursework and discussions. If you must miss a class due only to official University business, formal religious observance, or personal emergencies, it is **YOUR** responsibility to obtain notes from fellow students and information and handouts from the course website.

**The Duke Community Standard:** The instructor fully supports the Duke Community Standard (DCS) of academic integrity. You are expected to be familiar with and adhere to this document, included in *The Duke Community Standard in Practice: A Guide for Undergraduates*, available online at the website <http://www.registrar.duke.edu/bulletins/communitystandard>. Academic dishonesty will result in failure for the involved work and the course.

**Support Services:** Students seeking accommodations for disabilities must contact the Director of the Student Disability Access Office at (919) 668-1267 or the Clinical Director of the Academic Resource Center's (ARC) Program for Learning Disabilities and ADHD at (919) 684-5917, where relevant to your situation. See the *Undergraduate Instruction Bulletin 2016-2017 or earlier edition*, available online at the Registrar's related link <http://www.registrar.duke.edu/registrar/studentpages/student/bulletins.html> for further information. You must provide official University documentation from either of those offices to the instructor within the first two weeks of classes for any academic accommodations.

**Course Help:** You are always welcome to my help. However, to ensure my availability and full attention, students should visit during official office hours or by appointment outside of those office hours.

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**Assignments:** There will be **2 major term assignments** (each worth 1/2 of the course grade) due in class. LATE assignments will be penalized 10 points EACH DAY after the due date, NO EXCEPTIONS. Assignment 1 will focus on entrepreneurial strategies and case study analysis. Assignment 2 will focus on a research paper applying economic theory to an issue on the economics of entrepreneurship.

**Participation:** Class will consist of lecture plus seminar-style discussion, in which you will be expected to be prepared for that day's class. Thus, although explicit exams and quizzes won't be given or graded, **implicit testing will occur objectively throughout, with discussion in class based on practice exercises and reading you will be expected to do prior to each class session.** Right or wrong responses are not the mere objective, but rather the analysis and insights gained.

**Grading:** Individual grading issues will be discussed confidentially after class or during office hours, NOT by phone. There is no absolute grading scale, with the exception that a final course average below 60% of the total possible points will receive a grade of "D+" or worse and below 50% of the total points possible will receive a failing grade of "F." Otherwise, grading is curved, with the understanding that an "A" may require a better than 94/100 overall course average grade performance. Improvement over the course and class participation performance will be taken into consideration for the course grade.

The course grade determination is as follows:

ASSIGNMENT 1	1/2
ASSIGNMENT 2	1/2
PARTICIPATION	required and will affect your grade, i.e., merely doing well on assignments is insufficient
TOTAL	100% of course grade

## **CLASS SCHEDULE**

<b><u>DATE</u></b>	<b><u>TOPICS</u></b>	<b><u>REFERENCE TEXTBOOK</u></b>
<b>1/11/2017</b> W	<b>First day of class.</b>	Ch 3
<b>1/16</b> M	<b>No Class. Official University MLK Holiday.</b>	
1/18 W	Product Innovation	Ch 6
1/23,25 MW	Product Cycle Management Analysis	Ch 4,7 <b>ASSIGNMENT 1 given.</b>
1/30,2/1 MW	Product Team Management Analysis	Ch 9
2/6,8 MW	Research Conference Week	
2/13,15 MW	Product Exposure and Use Analysis	Ch 8
2/20,22 MW	Product Financing Management I Analysis	Ch 10
2/27,3/1,6*,8 MWMW	Product Financing Management II Analysis	Ch 11,12 <b>ASSIGNMENT 2 given.</b>
<b>3/6*</b> M	<b>ASSIGNMENT 1 due in class, no late exceptions!</b>	
<b>3/13,15</b> MW	<b>No Class. University Spring Recess.</b>	
3/20,22 MW	Product Community Management Analysis	
3/27,29 MW	Product Growth Management Analysis	Ch 13,14
4/3,5 MW	Product International Management Analysis	Ch 5
4/10,12 MW	Product Exit Management Analysis	Ch 15
4/17,19,24 MWM	Serial and Social Entrepreneur Analysis	Ch 2
<b>4/26</b> W	<b>Last day of class. ASSIGNMENT 2 due in class, no late exceptions!</b>	

Check ACES online for the **official final course grade.** Check Sakai Course Gradebook online for **individual scores.**

Note: The instructor reserves the right to make syllabus, grading, and schedule adjustments.

Note: The student is responsible for properly registering for/withdrawing from the course.

F1/28 Last day to Drop/Add courses. (from Office of the University Registrar Academic Calendar)

W3/29 Last day to withdraw with W from Spring 2017 classes. (from Office of the University Registrar Academic Calendar)