



SYRACUSE UNIVERSITY

EEE 370 **Introduction to Entrepreneurship** **2017-2018** **(3 credits)**

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EEE 370 is an introductory course intended to provide students with a solid foundation and understanding of the vital role played by entrepreneurs and entrepreneurship in the 21st century global economy.

During this course, we will assess, explore, critique, and celebrate the phenomenon of entrepreneurship. Entrepreneurship is approached as a way of thinking and acting, as well as an attitude and a behavior. Our emphasis is on entrepreneurship as a manageable process that can be applied in virtually any organizational setting. Moreover, our interest is in sustainable entrepreneurship or entrepreneurship over the life cycle of a person's entire career; organizations as they evolve from start-up enterprises to sizeable corporations; and societies as they move from undeveloped to post-industrial. However, our principal focus will be on the creation of new ventures, the ways that they come into being, and factors associated with their success.

This is a course of many ideas and questions, and you will be encouraged to develop and defend your own set of conclusions regarding each of these issues. It is also a course that integrates a number of different disciplines, ranging from sociology and psychology to economics, finance, marketing, and human resource management. Further, it is a course that mixes theory with practice and you will be challenged to apply principles, concepts, and frameworks to real-world situations.

By the end of this course, you should be able to:

- Identify the entrepreneurial potential within yourself and others in your environment;
- Explain the role of entrepreneurship within society, at the level of the organization, and in your own personal life;
- Describe the process nature of entrepreneurship and ways to manage the process;
- Summarize the many ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, and public sector contexts;

- Develop an appreciation for opportunity, how to recognize it, and how to evaluate it;
- Appraise the nature of creative new business concepts that can be turned into sustainable business ventures;
- Recognize the ethical issues that are intimately intertwined with entrepreneurial activities, and develop a personal framework for managing ethical dilemmas.

Title/Author (Publisher)	Price Per Copy	Ordering Source
<i>Entrepreneurship: Successfully Launching New Ventures</i> , Barringer & Ireland, 5th Edition (Pearson), 2016 Hard Text – ISBN: 0133797198 eText – ISBN: 9780133797411	\$170.85 \$136.99	Prentice Hall Phone: 800-848-9500 https://www.vitalsource.com
EEE 370 Custom Readings and Case Packet ISBN: 1256272671	\$36.30	Prentice Hall Phone: 800-848-9500

Prices are subject to change.