



## SYRACUSE UNIVERSITY

**EEE 370**  
**Introduction to Entrepreneurship**  
**2020-2021**  
**(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 21<sup>st</sup> 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
<p><i>Introduction to Entrepreneurship Custom for Syracuse University Introduction to Entrepreneurship Course Reader</i>            Taken From:  <i>Entrepreneurship: Successfully Launching New Ventures</i>, Barringer &amp; Ireland, 5th Edition (Pearson), 2016</p> <p>ISBN: 9781323787540</p>	<p>\$152.25</p>	<p>Prentice Hall            Phone: 800-848-9500</p>

Prices are subject to change.