

Entrepreneurship Bootcamp material for students

PART ONE: ENTREPRENEURSHIP

I. Types of entrepreneurship, types of entrepreneurs

1. What is entrepreneurship?

Shane, Scott; Venkataraman, S. (2000) "The Promise of Entrepreneurship as a Field of Research" in *Academy of Management Review*. Vol. 25 Issue 1, p217-226. DOI: 10.5465/AMR.2000.2791611.

Welter, Friederike, et al. "Everyday entrepreneurship—a call for entrepreneurship research to embrace entrepreneurial diversity." *Entrepreneurship Theory and Practice* 41.3 (2017): 311-321.

2. Who is the entrepreneur?

Gartner, William B. (1985) "A Conceptual Framework for Describing the Phenomenon of New Venture Creation" in *Academy of Management Review*. 85, Vol. 10 Issue 4, p696-706. DOI: 10.5465/AMR.1985.4279094.

Sarasvathy, Saras D. (2001) "Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency." *Academy of management Review* 26.2 p243-263. DOI: 10.5465/AMR.2001.4378020.

Video Saras Sarasvathy (until 11'08") <http://bigthink.com/videos/big-think-interview-with-saras-sarasvathy>

3. Types of entrepreneurship

a. Social entrepreneurship

a. Bacq, S., & Janssen, F. (2011). The multiple faces of social entrepreneurship: A review of definitional issues based on geographical and thematic criteria. *Entrepreneurship & Regional Development*, 23(5/6), 373-403. doi:10.1080/08985626.2011.577242

b. Corporate entrepreneurship

Zahra, S. A., Randerson, K., & Fayolle, A. (2013). Part I: The evolution and contributions of corporate entrepreneurship research. *M@ n@ gement*, 16(4), 362-380.

II. Entrepreneurial processes

Chapters "business project" / "business emergence", K. Randerson & A. Fayolle, in press please contact kathleenranderson@yahoo.fr to get a copy.

Sarasvathy, Saras D. (2001) "Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency." *Academy of management Review* 26.2 p243-263. DOI: 10.5465/AMR.2001.4378020.

III. Opportunity and value creation

a. Value Creation

Grönroos, C. and Voima, P.(2013). Critical service logic: making sense of value creation and co-creation. *Academy of Marketing Science*. Volume 41, Issue 2, pp 133–150.

Sánchez-Fernández, R. and Iniesta-Bonillo, M.Á., 2007. The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7 (4): 427-451.

b. Business Model Canvas and business modeling

Casadesus-Masanell, Ramon; Tarziján, Jorge (2012) “When One Business Model Isn't Enough” *Harvard Business Review*. Vol. 90 Issue 1/2, p132-137.

Business Model Generation Book Preview (pdf) available for free:

<http://www.consulteam.be/media/5985/businessmodelgenerationpreview.pdf>

c. The Lean Startup Methodology

Blank, S. (2013). Why the lean start-up changes everything. *Harvard Business Review*, 91(5): 63-72.

Savoia, A., (2011) Pretotype it second edition (pdf) available for free:

http://www.pretotyping.org/uploads/1/4/0/9/14099067/pretotype_it_2nd_pretotype_edition-2.pdf

Lean start up video: <https://www.youtube.com/watch?v=fEvKo90qBns>

VPC explained: <https://www.youtube.com/watch?v=ReM1uqmVfP0>

ADDITIONAL (SUGGESTED) READING:

“Entrepreneurship: Lights and shadows from the Italian experience” G. Dossena

Effectual Entrepreneurship. Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank, Anne-Valérie Ohlsson, Routledge USA and Canada, 2011

Lean Startup (book pdf) available for free:

<http://www.stpia.ir/files/The%20Lean%20Startup%20.pdf>

PART TWO: Market Research for a New Business Venture

Bradley, Nigel (2013), *Marketing research: tools & techniques*, Oxford : Oxford University press pp-1-266

PART THREE: Financial Planning for a New Business Venture

(the first 2 texts are the "core ones." and cover the same topics, you are free to choose one of them)

- Brian Finch (2010) *How to Write a Business Plan*. 3rd Edition. London, Times Newspaper Ltd.
- Richard Stutely (2001) *The Definitive Business Plan: The Fast-track to Intelligent Business Planning for Executives and Entrepreneurs*. 2nd edition. London, Prentice Hall.

The following is a list of suggested readings (if you need to strengthen your skills in business planning)

- Paul Barrow (2001) *The Best Laid Business Plans: How to Write Them, How to Pitch Them*. London, Virgin.
- Lucius Cary (1998) *Lucius Cary's Guide to Raising Capital for the Smaller Business'*. Oxford, Seed Capital Ltd.
- Catherine Gowthorpe (2011) *Business Accounting and Finance*. Andover, CENGAGE Learning EMEA.
- Coveney, P. and Moore, K. (1998) *Business Angels: securing start-up finance*. New York, John Wiley.
- Phil Stone (2001) *Raising Start-Up Finance*. Oxford: How to Books.

PART FOUR: Entrepreneurship, innovation, globalization, clustering, and national and local policy

(All are suggested readings)

Acs, Z.J., B. Carlsson & C. Karlsson (1999), *The Linkages among Entrepreneurship, SMEs and the Macroeconomy*, in Acs, Z.J., C. Carlsson & C. Karlsson (Eds.), *Entrepreneurship, Small & Medium-Sized Enterprises and the Macroeconomy*, Cambridge University Press, Cambridge, 3-42

Friis, C., C. Karlsson & T. Paulsson (2006), *Relating Entrepreneurship to Economic Growth*, in Johansson, B., C. Karlsson & R.R. Stough (Eds.), *The Emerging Digital Economy. Entrepreneurship, Clusters and Policy*, Springer, Berlin, 83-111

Grek, J., C. Karlsson & J. Klaesson (2011), *Determinants of Entry and Exit: The Significance of Demand and Supply Conditions at the Regional Level*, in Kourtit, K., P. Nijkamp & R.R. Stough (Eds.), Springer, Berlin, 121-141

Karlsson, C. (2008a), *Introduction*, in Karlsson, C. (Ed.), *Handbook of Research on Cluster Theory*, Edward Elgar, Cheltenham, 1-19

Karlsson, C. (2008b), *Introduction*, in Karlsson, C. (Ed.), *Handbook of Research on Innovations and Clusters. Cases and Policies*, Edward Elgar, Cheltenham, 1-16

Karlsson, C. & M. Andersson (2009), *Entrepreneurship Policies: Principles, Problems and Opportunities*, in Leitão, J. & R. Baptista (Eds.), *Public Policies for Fostering Entrepreneurship. A European Perspective*, Springer, Berlin, 111-131

- Karlsson, C. & B. Johansson (2006), Dynamics and Entrepreneurship in a Knowledge-Based Economy, in Karlsson, C., B. Johansson & R.R. Stough (eds.), *Entrepreneurship and Dynamics in the Knowledge Economy*, Routledge, New York, 12-46
- Karlsson, C. & B. Johansson (2012), Knowledge, Creativity and Regional Development, in Karlsson, C., B. Johansson & R.R. Stough (Eds.), *The Regional Economics of Knowledge and Talent. Local Advantage in a Global Context*, Edward Elgar, Cheltenham, 27-62
- Karlsson, C., B. Johansson & R.R. Stough (2005), Industrial Clusters and Inter-Firm Networks: An Introduction, in Karlsson, C., B. Johansson & R.R. Stough (Eds.), *Industrial Clusters and Inter-Firm Networks*, Edward Elgar, Cheltenham, 1-25
- Karlsson, C., B. Johansson & R.R. Stough (2010), Introduction, in Karlsson, C., B. Johansson & R.R. Stough (Eds.), *Entrepreneurship and Regional Development. Local Processes and Global Patterns*, Edward Elgar, Cheltenham, 1-27
- Karlsson, C., B. Johansson & R.R. Stough (2012a), Introduction – Human Capital and Agglomeration, in Karlsson, C., B. Johansson & R.R. Stough (Eds.), *The Regional Economics of Knowledge and Talent. Local Advantage in a Global Context*, Edward Elgar, Cheltenham, 1-24
- Karlsson, C., B. Johansson & R.R. Stough (2012b), Introduction: Innovation, Technology and Knowledge, in Karlsson, C., B. Johansson & R.R. Stough (Eds.), *Innovation, technology and Knowledge*, Routledge, Abingdon, 1-24
- Karlsson, C. & K. Nyström (2011), Knowledge Accessibility and New Firm Formation, in Desai, S., P. Nijkamp & R.R. Stough (Eds.), *New Directions in Regional Economic Development. The Role of Entrepreneurship Theory and Methods, Practice and Policy*, Edward Elgar, Cheltenham, 174-197
- Karlsson, C., R.R. Stough & B. Johansson (2009), Introduction: Innovation and Entrepreneurship in Functional Regions, in Karlsson, C., R.R. Stough & B. Johansson (Eds.), *Entrepreneurship and Innovation in Functional Regions*, Edward Elgar, Cheltenham, 1-20
- Koster, S. & C. Karlsson (2010), New Firm Formation and Economic Development in a Globalizing Economy, in Karlsson, C., B. Johansson & R.R. Stough (Eds.), *Entrepreneurship and Regional Development. Local Processes and Global Patterns*, Edward Elgar, Cheltenham, 44-66