MGMT 939: PhD Seminar on Entrepreneurship and Innovation

Fall (Q2) 2020 [0.5 credit unit]

Professor Daniel Kim
2029 Steinberg-Dietrich Hall
Email: jdkim@wharton.upenn.edu
Office hours: email for appointment

Fall (Q2) 2020
Mondays, 2-5 PM
via Zoom (to be finalized)

Course Description
This quarter-length course explores key topics at the intersection of entrepreneurship and innovation. While the course primarily draws from established theory and empirics from management and economics, it will also include discussions of emerging phenomena in this rapidly evolving field. We will begin by reviewing the basic properties of ideas that uniquely shape the sources and dynamics of entrepreneurship and innovation. Subsequently, we will explore innovation-related challenges and opportunities for startups. Special focus will be placed on research application in which students design and present their own research proposal broadly in the area of entrepreneurship and innovation. Though there is no pre-required coursework to enroll, students are encouraged to take this course in sequence with MGMT 937.

Course Logistics
Format
This course consists six weekly sessions (3 hours each). In each session, we will discuss the assigned papers around a focused theme in entrepreneurship & innovation. Similar to other doctoral seminars, this course is highly interactive. Students are expected to actively contribute to both the classroom discussions and student-led presentations by not only answering questions, but also raising new questions and issues in the broader literature.

Discussion Leader Exercise
The field of entrepreneurship and innovation is constantly evolving with new phenomena that underlie how individuals and firms pursue new opportunities. To highlight and learn from recent developments in this area, an assigned discussion leader will open up the classroom discussion by identifying an emerging phenomenon in entrepreneurship and
innovation – one that hasn’t yet been extensively addressed in the existing literature. Examples include: diversity issues in startup hiring; FTC’s April 2020 investigation into the anti-competitiveness of large tech firms’ startup acquisitions.

After identifying a topic of discussion, the leader’s role on the day of class is the following: (1) Share a news article, blog post, or a real-life example of an organization/individual on the phenomenon; (2) provide a brief description of the phenomenon and why it is intriguing and/or important; (3) prepare a few open-ended questions for classroom discussion. Slides are encouraged but not required.

**Final Project**
To conclude the course, there will be a research proposal as a final project. The proposal should broadly be in the area of entrepreneurship and innovation. Depending on the class size, students may work in teams (to be communicated). During the second half of last two or three sessions, each student (or team) will present their research proposal covering:

1. Research question – *What do you aim to investigate?*
2. Motivation – *What is at stake? Why should others care?*
3. Brief literature review – *What do we already know? What don’t we know?*
4. Theory and/or Hypotheses – *What do you predict?*
5. Empirical strategy – *How will you answer your question?*
6. Preliminary results (if available)

Each presentation should be 15 minutes and include a slide deck. The final grade will be based on the presentation and the submitted slide deck (i.e., no additional write-up).

**Grading**
The final course grade will be based on the following:

- 40% Attendance and Participation
- 20% Discussion Leader Exercise
- 40% Final Project

**Sessions**
Below is a list of the 6 weekly sessions:

1. Foundations of Entrepreneurship and Innovation: Ideas
2. Supply of Entrepreneurs and Innovators
3. Startup Innovation Advantage
4. Employee Mobility and Entrepreneurship
5. Commercialization Strategy
6. Startup Exits: IPOs and Acquisitions
Readings

1. **Foundations of Entrepreneurship and Innovation: Ideas**


   **OPTIONAL**


2. Supply of Entrepreneurs and Innovators


*OPTIONAL*


3. **Startup Innovation Advantage**


 OPTIONAL


4. **Employee mobility and entrepreneurship**


*OPTIONAL*


5. **Startup commercialization strategy**


*OPTIONAL*


6. **Startup Exits: IPO and Acquisitions**


*OPTIONAL*


