

ENTREP 360-1-2 – Entrepreneurship Demystified

Class Schedule: Mondays & Wednesdays, 9:30a – 10:50a

Location: Kresge 2-420

Faculty: Elizabeth Lukehart, Associate Director, Farley Center for Entrepreneurship and Innovation, e-lukehart@northwestern.edu or 847-467-4432

Office hours: By appointment

Texts:

Disrupted by Dan Lyons

Blindspot: Hidden Biases of Good People by Mahzarin Banaji & Anthony Greenwald

Creativity, Inc. by Ed Catmull

HBS Coursepack available here: <https://hbsp.harvard.edu/import/572841>

Articles and videos available on Canvas

Introduction

Entrepreneurship Demystified pulls back the veil on Silicon Valley and startups. Specifically designed for students with some extracurricular experience in entrepreneurship, we will discuss topics in leadership and ethics through the lens of current issues and events in the startup world, focusing on challenges students may face in the workplace.

This discussion-based class will ask students to think critically about topics such as: building and working on a team, mental health for entrepreneurs, the pros and cons of “startup culture,” how to navigate the industry as a woman or minority, and how to manage for innovation. Students are expected to participate actively in weekly discussions and openly reflect on their own career experiences and goals.

Assignments and Expectations

This class is heavily discussion-based. Expect very little in the way of lectures. For it to work, students are expected to prepare for class by doing the readings and actively participate in conversation each week.

Excused absences will not be penalized unless they become excessive. Unexcused absences or showing up late to class will affect your grade.

Assignments

Readings/Videos/Podcasts: Each week students will have assigned readings, videos or podcasts. I expect everyone to be prepared to speak about the assigned content and topic for the week.

One question quizzes: As noted on the syllabus, at the beginning of some of our classes I will give you an index card on which you will answer one question from the assigned readings/videos/podcasts. If you are absent or late you will not be able to make up the quiz, unless excused.

BYO Case Study: Bring your own case study! We're talking about current events and issues in entrepreneurship. There are plenty of companies and entrepreneurs out there we can study to understand how our topics play out in the real world. Get into groups of 2-3 and pick a company/entrepreneur that is dealing with the topic at hand, or something related to it, and present your take on the case to the class. Please share at least one relevant reading with me at least 48 hours before your team's turn to present, so I can send it to the class as a jumping off point for discussion. Consider the following questions to frame your case study:

- What is the issue or challenge at hand?
- How is the company/entrepreneur dealing with it?
- Who are the stakeholders involved and how are they affected by the problem/solution?
- How would YOU deal with it? Would you do anything differently?
- Why is it important for us to study this case?

Midterm: You will be asked to respond to an ethics prompt with a 2-3pg double spaced paper detailing how you would handle the situation described in the prompt. The prompt will be sent out one week before the paper is due. Please do some research and cite relevant case studies or related examples to support your

argument. There is no right or wrong answer, but I am looking for evidence that you've thought through how other companies have dealt with similar situations. Please upload the paper to Canvas by 11:59pm on Monday 10/29. Late papers will be penalized.

Final presentation: Presentations should be no more than 10 mins, and should reflect on the following questions - Are you thinking differently about your startup career after this quarter? If so, how and why? If not, what's the path you envision going forward & what help do you need to get there? Where will you find that help? What are the biggest challenges you expect to face? Slides are optional. Consider integrating your success framework (see syllabus, Week 8).

Final paper: You will receive a second ethics prompt. It will be a different prompt, but the same rules as the midterm. By the end of class, you may be thinking about things differently. The final paper, 2-3pgs double spaced, is due on Canvas at 11:59p on Wednesday, 12/12. Late papers will be penalized. If your paper is more than 24 hours late it will NOT BE ACCEPTED.

Grading breakdown

Participation: 25%
BYO Case study: 25%
Midterm: 15%
Final presentation: 15%
Final paper: 15%
One Question Quizzes: 5%

Class Schedule

Week 1: Why entrepreneurship?

Monday, 10/1

Video due: <https://www.youtube.com/watch?v=NVfy2T0rzMc>

Course introduction & expectations

Student & faculty introductions

We'll discuss the video if we have time.

Wednesday, 10/3

Video due: https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

One-question quiz

Discussion: What drives someone to do a startup? What's the why behind your company?

Guest speaker: Freddie Feldman, CEO & President, VocoLabs, Inc.

Week 2: Who is an entrepreneur?

Monday, 10/8

Guests: Alykhan Kaba, Manager, Kabul Dreams; Trish Thomas, Lecturer, Lake Forest College, Entrepreneurial Coach & Mentor

Wednesday, 10/10

Readings/videos due:

https://www.ted.com/talks/adam_grant_the_surprising_habits_of_original_thinkers

<https://www.entrepreneur.com/article/297935>

<https://www.economist.com/business/2017/09/21/psychology-beats-business-training-when-it-comes-to-entrepreneurship>

One-question quiz

Discussion: What qualities do entrepreneurs need? How do the different stages of business affect what skills you need? Can employees be entrepreneurs?

BYO Case Study

Week 3: Building a team and working on a team

Monday, 10/15

Readings: HBS Core Curriculum reading – Leading Teams

One-question quiz

Discussion: What are best practices/considerations when building, leading, and working on a team? What challenges have you faced, personally, and how have you overcome them?

Wednesday, 10/17

BYO Case Study

Guest speaker: Adam Goodman, Director, Northwestern Center for Leadership

Week 4: Entrepreneurs in the Media

Monday, 10/22

Videos/Readings due:

Steve Jobs (2015 movie)

<https://www.kauffman.org/currents/2015/02/the-celebritization-of-entrepreneurs>

<https://hbr.org/2012/10/the-danger-of-celebritizing-en>

<https://hbr.org/2018/07/research-the-average-age-of-a-successful-startup-founder-is-45>

One-question quiz

Discuss videos: How are entrepreneurs portrayed in the media? Why? What are the pros & cons of media coverage? Does it benefit startups to leverage the media? What are the dangers of the typical myths in the startup world?

Wednesday, 10/24

BYO Case Study

Open discussion & midterm details/questions

Week 5: Mental health issues for entrepreneurs

Monday, 10/29

Readings due:

<https://www.entrepreneur.com/article/314755>

<https://www.forbes.com/sites/petekrasspiersonkrass/2018/07/26/breaking-the-mental-health-stigma-and-culture-of-silence-that-still-exists-for-entrepreneurs/#429af45a6c44>

<https://www.forbes.com/sites/petekrasspiersonkrass/2018/09/12/how-to-rediscover-your-purpose-in-the-face-of-crushing-adversity/#7cedda8d7518>

<https://www.nytimes.com/2018/08/16/business/elon-musk-interview-tesla.html>

One-question quiz

Guest: Elizabeth Crane, Founder & Chief Vision Officer, It's All Good Here

MIDTERM PAPER DUE ON CANVAS @ 11:59p

Wednesday, 10/31

BYO Case Study

Midterms discussion – how did you respond? Why?

Week 6: Startup culture & ethics

Monday, 11/5

Readings due:

Disrupted by Dan Lyons

https://onbeing.org/programs/anil-dash-techs-moral-reckoning-jan2017/#main_content

<https://www.newyorker.com/business/currency/silicon-valley-has-an-empathy-vacuum>

Excerpt from *Algorithms of Oppression* on Canvas

One-question quiz

Discussion: What are the pros and cons of “startup culture”? What role does ethics play in business and startup culture? Where do issues of free speech and political views fit in?

Wednesday, 11/7

BYO Case Study

Guest speaker: Hillary Hass, Analyst, M3 Capital Partners

Week 7: Startup culture & ethics – gender, diversity & inclusivity

Monday, 11/12

Readings due:

<https://www.theatlantic.com/magazine/archive/2017/04/why-is-silicon-valley-so-awful-to-women/517788/>

<https://www.fastcompany.com/90227793/backstage-capitals-arlan-hamilton-brings-diversity-to-venture-capital>

<http://beltmag.com/black-entrepreneurs-discrimination/>

Blindspot by Mahzarin Banaji & Anthony Greenwald

Guest panel: Jennifer Brandel, co-founder & CEO, Hearken; Mercedes Mane, co-founder & Managing Partner, The Product Manufactory; Steve Philpott, co-founder, Colony 5

Wednesday 11/14

One-question quiz

BYO Case Study

Discuss readings & panel: How do we address the experience of women & minorities in startups & the tech world? How can you handle personal experiences of discrimination/harassment and/or support those around you? How do recognize and address your own biased thoughts

and actions? How do you shift the current paradigm and build a company that embraces diversity?

Week 8: Managing for Innovation & Creativity

Monday, 11/19

Readings due:

Creativity, Inc. by Ed Catmull

<https://www.newyorker.com/magazine/2014/06/23/the-disruption-machine>

Discuss readings: What is innovation? What fosters innovation? How do we manage for it and build a company of creative risk takers?

BYO Case study

Wednesday, 11/21 (no class, Thanksgiving break)

Read <https://hbr.org/2004/02/success-that-lasts>

Take the hour and a half that we would have been in class, and complete your own personal success framework. This is an assignment for you (no need to submit anything to Canvas), but please be prepared to share it next week. Consider the above article a starting place. Feel free to do additional research or come up with your own version of a framework. You may want to incorporate this into your final presentation.

Week 9: The social responsibility of business & a new paradigm

Monday, 11/26

Readings due:

Head Shops to Whole Foods excerpts on Canvas

“Managing for Stakeholders and the Purpose of Business” in HBS coursepack

<https://hbr.org/2018/02/more-and-more-ceos-are-taking-their-social-responsibility-seriously>

One-question quiz

Discussion: To whom are businesses responsible? What is the social purpose of business? Is the role of business in society truly changing? Should it be?

Guest: Steven Dyme, Co-Founder & CEO, Flowers for Dreams

Wednesday, 11/28

BYO Case Study

Open Discussion; What is success? What is your success framework?

Week 10: Final Presentations

Monday, 12/3

Final presentations

Wednesday, 12/5 (last day of class)

Final presentations

Week 11: Final paper due

No class this week. Your final paper is due on Canvas at 11:59pm on Wednesday, 12/12.