Syllabus ITRN 769.001  
Monday 7:20-10:10 PM  

International Entrepreneurship  
Arlington Foundation Hall, Room 311

Professor Zoltan J. Acs and David Miller  
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Fall Semester 2017  
Tel: 703-993-1780

Office Hours: ARL, Monday 4:30 – 7 p.m.  
E-mail: zacs@gmu.edu

Office Hours: Tuesday 2 – 4 p.m.

Texts:

Required:  


Zoltan Acs and Laszlo Szerb *Global Entrepreneurship Index*, The GEDI Institute, 2017 online. [www.thegedi.org](http://www.thegedi.org)

Reference:  


Questions: 1) Does entrepreneurship contribute to security and economic development? 2) If yes, How does it contribute to prosperity? 3) Can we create better Public Policies to improve its performance?

How you answer these questions determines what you would study in this course.

Peace is an elusive concept and one of the goals of the global community. How to prevent war and have a prosperous global community is one of the great goals of mankind. Several authors have suggested ways in which peace can be achieved through economic development. Of course this is also debated and not all agree. In fact some have argued that war is actually a useful development tool just like the great urban fires of years past helped build most modern cities by removing political impediments. However, the population explosion and high levels of unemployment are almost universally recognized as issues of the utmost importance.

Entrepreneurship has been identified as one of many approaches to creating opportunity for millions and leading to a more prosperous and peaceful global community. How to achieve this is much more contentious.

Over the past decade or so, several attempts to measure entrepreneurship at the national level have emerged. The notion of an entrepreneurial ecosystem is a useful concept by providing an approach to policy. There are many different ways to measure the ecosystem. Koltai offers one such approach in his book. We also introduce the Global Entrepreneurship and Development Index GEDI and illustrate how it can be used to identify bottlenecks in National Systems of Entrepreneurship.

The GEDI method represents a useful tool for the analysis of National Systems of Entrepreneurship, as well as for the design and implementation of entrepreneurship policies in countries. The distinctive features of the GEDI method are: (1) systemic approach, which recognizes interactions between constituent components of National Systems of Entrepreneurship; (2) the Penalty of Bottleneck feature, which helps identify bottleneck factors that hold back system-level performance; (3) contextualization, which recognizes that national entrepreneurship processes are always embedded in a given country’s institutional framework.
Course Objectives

- Understand how an ecosystem is supportive for entrepreneurship in a national and global context
- Understand the theoretical underpinnings of the entrepreneurial processes Conducting analysis, including cultural, human, geographic and political factors
- Identify sources of data for entrepreneurs with a global outlook
- Be able to assess attractiveness for entrepreneurs at the national and industry level
- Conduct and present accumulated economic analysis in a brief practical format

Class and Small Group Participation

This course is divided into three parts. Part one is an introduction to how entrepreneurship works. David Miller an ex-student of mine and a professor in the business school and head of the entrepreneurship and innovation lab. He will conduct three classes on the nuts and bolts of starting a business. They are August 28, September 18th and October 2nd.

Part two is the class. The success of this course depends not only on your attendance, but also on your participation. The more you participate, the more fun and valuable the course will be for all of us. For every class, students are expected to read the supplemental readings and cases. Participation is measured using several criteria. These include actively participating individually during the "discussion" part of our sessions, in small group meetings, and in group presentations.

The final part of the class is a case study on what an international agency is doing to promote entrepreneurship is different countries around the world. Your project
will identify an agency (World Bank for example) evaluate and report on one project by one agency. For example, President Obama’s Global Entrepreneurship Program (GEP) was one such activity out of the U.S. State Department. It’s described in the Koltai book.

**Recommended journals**


**Assignments/Grading/Project**

1) Report on an international agency.
   a. Select an institution and prepare a general evaluation of its attractiveness for making a country richer by creating an incentive for an entrepreneur. Institutional Background 5 pages 25%

2) Understand what they are doing in entrepreneurship to improve the ecosystem and create jobs, innovation and growth. 10 pages 25%

3) Evaluate the effectiveness of the program examine its ability to meet objectives and how it could be improved 10 pages max. 25%

4) Make a presentation to the class 25%

Papers will be 75% of your grade 25% of the final grade will come from class participation and presentation. Late assignments will not be accepted.
Outline (read texts for the day they are assigned)

1) August 28th Introduction to Entrepreneurship practice  David Miller

2) Topics for Session 1: The basics of entrepreneurship & innovation | What? Who? Why?
   How? and more | “Business Models” & value creation | Finding a problem worth solving Business Model Creation | Preparing for session #2 and beyond - find a problem and create a basic business canvas

   Materials for Session 1 : Read : Steve Blank. “ Why The Lean Startup Changes Everything ,”


   How I Built This : Yvon Chouinard (Patagonia) and How I Built This: Cathy Hughes (Radio One) -- http://www.npr.org/podcasts/510313/how-i-built-this

3) September 11th Introduction to Entrepreneurial Ecosystems


   Esteban, Acs, Sanders and Szerb, “Productivity and Growth: The relevance of the National System of Entrepreneurship,” FIRES Project, University of Utrecht, September 2017 online.
4) September 18th  Introduction to Entrepreneurship practice David Miller

*Topics for Sessions 2*: Canvas & business model review | Hypotheses and testing | Talking to customers and others | Basic MVPs and prototypes | The Innovator’s DNA | Getting ready for Session 3 & beyond - testing your assumptions and talking to customers


**Read**: Giff Constable. “Twelve Tips for Early Customer Development Interviews”


**Listen to**: *How I Built This*: Nolan Bushnell (Atari & Chuck E. Cheeses) http://www.npr.org/podcasts/510313/how-i-built-this

5) September 25th  Index Building I


Zoltan Acs and Laszlo Szerb *Global Entrepreneurship Index*, The GEDI Institute, 2017 online. www.thegedi.org Chapter 1 and 2

Koltai Chapter 2, it’s all about Jobs.

6) October 2nd Introduction to Entrepreneurship practice David Miller

*Topics for Session 3*: Business model assumptions, testing & talking to
customers | Social entrepreneurship & impact | Where does the money come from? | The TRUTH about entrepreneurship & innovation | An entrepreneurial attitude & lifelong learning Using innovation & entrepreneurship to create your vision of the future


7) October (Tuesday) 10th Why is Entrepreneurship Good for a country?

Koltai chapter 3


8) October 16th American Made

Koltai Chapter 4

Miller and Acs, 2017, The Campus as Entrepreneurial Ecosystem, Small Business Economics, 49(1) 75-96.


Unicorns, Forbes Magazine

9) October 23rd Through the Looking Glass

Koltai, Chapter 5


AA Chapter 17: The Globalization of Innovation and Entrepreneurial Talent.

AA Chapter 18: Entrepreneurship in Developing Countries.


10) October 30th Bad Policy

Koltai, Chapter 6


Acemoglu and Robinson Chapters 2 and 3

11) November 6th It takes an Ecosystem

Koltai, Chapter 7


*The Entrepreneurial Ecosystem of South Arica: A strategy for Global Leadership* 2017, the GED Institute and SAE Africa, available online

11) November 13th How it works and who does it

Koltai, Chapter 8

Acs, Why Philanthropy Matters, chapter 1.

12) November 20th A business Plan for the U.S.

Koltai, Chapter 9

13) November 27th Class Presentations

14) December 4th Class Presentations

15) December 11th Class Presentations

December 18th No final exam

Sources

Global Entrepreneurship Monitor (GEM)

Global Entrepreneurship Network (GEN)

The Global entrepreneurship and Development Institute (GEDI)

Endeavor

U.S. Census Bureau (and NAICS codes) http://www.census.gov

Trade Compass http://www.tradecompass.com

US Association for Small Business and Entrepreneurship (USASBE)
SPP Policy on Plagiarism

The profession of scholarship and the intellectual life of a university as well as the field of public policy inquiry depend fundamentally on a foundation of trust. Thus any act of plagiarism strikes at the heart of the meaning of the university and the purpose of the School of Public Policy. It constitutes a serious breach of professional ethics and it is unacceptable.
Plagiarism is the use of another’s words or ideas presented as one’s own. It includes, among other things, the use of specific words, ideas, or frameworks that are the product of another’s work. Honesty and thoroughness in citing sources is essential to professional accountability and personal responsibility. Appropriate citation is necessary so that arguments, evidence, and claims can be critically examined.

Plagiarism is wrong because of the injustice it does to the person whose ideas are stolen. But it is also wrong because it constitutes lying to one’s professional colleagues. From a prudential perspective, it is shortsighted and self-defeating, and it can ruin a professional career.

The faculty of the School of Public Policy takes plagiarism seriously and has adopted a zero tolerance policy. Any plagiarized assignment will receive an automatic grade of “F.” This may lead to failure for the course, resulting in dismissal from the University. This dismissal will be noted on the student’s transcript. For foreign students who are on a university-sponsored visa (eg. F-1, J-1 or J-2), dismissal also results in the revocation of their visa.

To help enforce the SPP policy on plagiarism, all written work submitted in partial fulfillment of course or degree requirements must be available in electronic form so that it can be compared with electronic databases, as well as submitted to commercial services to which the School subscribes. Faculty may at any time submit student’s work without prior permission from the student. Individual instructors may require that written work be submitted in electronic as well as printed form. The SPP policy on plagiarism is supplementary to the George Mason University Honor Code; it is not intended to replace it or substitute for it. (http://www.gmu.edu/facstaff/handbook/aD.html)

**Academic Accommodation for a Disability**

If you are a student with a disability and you need academic accommodations, please see me and contact the Disability Resource Center (DRC) at 703-993-2474. All academic accommodations must be arranged through the DRC.