



Alejandro Gómez, - Dirección de posicionamiento, Universidad de los Andes.

COURSE SYLLABUS PROPOSAL

ENTREPRENEURIAL IMAGINATION: RESPONSES TO INNOVATION IN PAST, PRESENT, AND FUTURE

Christina Lubinski
Copenhagen Business School (Denmark)

June 17 - June 29
(6:00 pm - 9:00 pm)

June 29
(9:00 am - 12:00 m)



DESCRIPTION

How do entrepreneurs imagine the future? How does entrepreneurship shape the course of capitalism? This course introduces students to a variety of different forms of entrepreneurial imagination and its relationship to societal context and change. It covers (a) the main “big picture” developments that have shaped entrepreneurship over the past two centuries; (b) the intellectual traditions that have grappled with the nature of entrepreneurship and its role in society; and (c) the ways in which understanding big market transformations over time can profit entrepreneurs today.

OBJECTIVES

After having completed the course, students will be able to:

- Analyze how society shapes entrepreneurship, and vice versa
- Articulate the causes, consequences, and implications of waves of entrepreneurship
- Understand the major thinkers of entrepreneurship and apply them to business cases
- Evaluate different ways how businesses and entrepreneurs interact with their political and cultural contexts
- Apply various modes of historical reasoning to grapple with imagining future business and entrepreneurial opportunities
- Contextualize and critically reflect on entrepreneurship in our own time

METHODOLOGY

The course will be taught in a combination of interactive lectures and case study discussions. It is one of the first courses worldwide to systematically integrate entrepreneurship studies with humanities--one of the major demands of the Carnegie Report reforming entrepreneurship studies.

EVALUATION

The overall grade is composed of three components: class participation, in-class assignment (group work in session 7+8) and the final exam.

Class participation: 40%

Class participation will be graded after each session. Students receive their average grade after session 5.

In-class assignment: 20%

For the in-class assignments, students work in groups and deliver a written product, which will be graded. Students will receive their grades on the following day.

Final exam: 40%

Final exam is graded according to the learning objectives and based on students' ability to respond to the assignment.

PRE-REQUISITES

English.