

Course Syllabus

Course Information

**AMS 3374/501: Entrepreneurs in America
(83439):**

Fall, 2014

Class Meeting Time: Tu. and Thurs. 5:30 – 6:45 PM

Class Location: CB2 1.204

Professor Contact Information

Dr. Dachang Cong

Office Location: HH 2.302

Office Hours: Tu. 3 - 5 PM; Wed. 11 AM – 1PM

dccong@utdallas.edu

972-883-2297

And by appointment

Course Description

The goal of this course is to study the role of entrepreneurs in American economy and society. The course studies the history of entrepreneurship in America and examines the factors that govern the success or failure of entrepreneurial ventures. The instructor and students aim to define the meaning of entrepreneurship and processes of business development. Entrepreneurs not only start small businesses but also manage many global corporations such as Amazon, Apple, Dell, Facebook, Google, and Microsoft. To survive and succeed in the globalized digital economy, established companies have to nurture creativity and innovation. However, entrepreneurship has to be disciplined by business ethics and sustained by responsible management. Students are encouraged to become thinkholic and create innovative solutions to entrepreneurship and intrapreneurship in the 21st century. Each student is required to complete a midterm exam and write a final study report.

Course Prerequisites, Co-requisites, and/or Other Restrictions

There are no prerequisites.

Reading, critical thinking, and writing skills are essential.

Every student should have a college writing guide.

Student Learning Objectives/Outcomes

Upon completion of the course, the student should be able:

1. To gain a thorough understanding of the history of entrepreneurship in America.
 2. To identify and describe new realities of American economy and new challenges to entrepreneurs.
 3. To offer critical and constructive comments on the factors that contribute to the success and failure of entrepreneurial ventures.
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Required Textbook

Larry Scheweikart and Lynne Pierson Doti

American Entrepreneur

Assignments & Academic Calendar

I	Orientation Understanding American Entrepreneurship Doing Fieldwork on American Entrepreneurship An Overview of the Digital Revolution	Aug. 26 and 28
II	History of American Entrepreneurship (1) Waves of Wealth Creation (1)	Sept. 2 and 4
	Scheweikart and Doti. <u>American Entrepreneur</u> , Chapter 1.	Sept. 9 and 11
III	History of American Entrepreneurship (2) Waves of Wealth Creation (2)	Sept. 16 and 18
	Scheweikart and Doti. <u>American Entrepreneur</u> , Chapter 2.	
IV	History of American Entrepreneurship (3) Frauds and Grey-Zone Business Activities	Sept. 23 and 25
	Scheweikart and Doti. <u>American Entrepreneur</u> , Chapter 3.	
V	Entrepreneurship in the Mass Media History of American Entrepreneurship (4) Social Entrepreneurship	Sept. 30 and Oct. 2
	Scheweikart and Doti. <u>American Entrepreneur</u> , Chapter 4.	
VI	Culture and Economic Regions	Oct. 7 and 9

History of American Entrepreneurship (5)
Midterm

Scheweikart and Doti. American Entrepreneur, Chapter 5.

VII History of American Entrepreneurship (6)
Deciphering the Great Recession (1)
Understanding Wall Street (1)

Oct. 14 and 16

Scheweikart and Doti. American Entrepreneur, Chapter 6.

VIII History of American Entrepreneurship (7)
Deciphering the Great Recession (2)
Understanding Wall Street (2)

Oct. 21 and 23

Scheweikart and Doti. American Entrepreneur, Chapter 7.

IX

**Economy and
Technology**

Oct. 28 and 30

The New Job Market and Workplace (1)
History of American Entrepreneurship (8)

Scheweikart and Doti. American Entrepreneur, Chapter 8.

X

**History of American
Entrepreneurship
(9)**

Nov. 4 and 6

The New Job Market and Workplace (2)
Decoding California

Scheweikart and Doti. American Entrepreneur, Chapter 9.

XI

**History of American
Entrepreneurship
(10)**

Nov. 11 and

13

Demographics
Decoding Texas

Scheweikart and Doti. American Entrepreneur, Chapter 10.

XII Cultural and Social Change

Nov. 18 and 20

History of American Entrepreneurship (11)
Immigrants and Entrepreneurship
New York and Chicago

Scheweikart and Doti. American Entrepreneur, Chapter 11.

XIII Untangling the New Economic Realities
Opportunities for Entrepreneurs
History of American Entrepreneurship (12)

Dec. 2 and 4

Scheweikart and Doti. American Entrepreneur, Chapter 12.

XIV The Future of the Digital Revolution
History of American Entrepreneurship (13 and 14)
Detroit, Boston, and Pittsburgh
Conclusion

Dec. 9

Scheweikart and Doti. American Entrepreneur, Chapters 13 and 14.

Study Report Due

Dec. 12

Grading Policy

Each student is required to write a study report. He or she is also required to complete a midterm exam.

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|------------------------|--------------------|
| 1) Study report | 60% of final grade |
| 2) Midterm exam | 20% of final grade |
| 3) Class Participation | 20% of final grade |

Poor attendance and late work will cause a reduction in the final grade. The instructor will make a decision on the reduction according to the degree/nature of poor attendance and belatedness.

Course & Instructor Policies

Attentiveness to lectures is required.

Electronic gadgets should be turned off in classroom.

Class participation is essential. Late work will impact on the grade negatively.

These descriptions and timelines are subject to change at the discretion of the Professor.

For UTD rules and regulations, please visit
<http://go.utdallas.edu/syllabus-policies>

