

## **Comet Creed**

**As a Comet, I pledge honesty, integrity, and service in all I do.**

### *Course Syllabus*

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#### **Course Information**

**AMS 3374/501: Entrepreneurs in America (80109):**

Fall, 2015

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

Class Location: CB1 1.102

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#### **Professor Contact Information**

Dr. Dachang Cong

Office Location: HH 2.302

Office Hours: Tu. 3 - 5 PM; Wed. 11 AM – 12:30 PM

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 21<sup>st</sup> century.

#### **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.

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#### **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

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## **Assignments & Academic Calendar**

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|---|---|--|
| <b>I</b>  | <b>Orientation</b><br><b>Understanding American Entrepreneurship</b><br><b>Doing Fieldwork on American Entrepreneurship</b><br><b>An Overview of the Digital Revolution</b> | Aug. 25 and 27   |
| <br>  |   |  |
| <b>II</b>   | <b>Waves of Wealth Creation (1)</b>   | <b>History of American Entrepreneurship (1)</b><br>Sept. 1 and 3   |
| <br>  |   |  |
| Scheweikart and Doti. <u>American Entrepreneur</u> , Chapter 1. |   |  |
| <b>III</b>  | <b>Waves of Wealth Creation (2)</b>   | <b>History of American Entrepreneurship (2)</b><br>Sept. 8 and 10  |
| <br>  |   |  |
| Scheweikart and Doti. <u>American Entrepreneur</u> , Chapter 2. |   |  |
| <b>IV</b>   | <b>American Business Values</b><br><br><b>Frauds and Grey-Zone Business Activities</b>  | Sept. 15 and 17<br><b>History of American Entrepreneurship (3)</b> |
| <br>  |   |  |
| Scheweikart and Doti. <u>American Entrepreneur</u> , Chapter 3. |   |  |
| <b>V</b>  | <b>Entrepreneurship in the Mass Media</b><br><b>History of American Entrepreneurship (4)</b><br><b>Social Entrepreneurship</b>  | Sept. 22 and 24  |

Scheweikart and Doti. American Entrepreneur, Chapter 4.

## VI

### **Culture and Economic Regions**

Sept. 29 and  
Oct. 1

#### **History of American Entrepreneurship (5) Midterm**

Scheweikart and Doti. American Entrepreneur, Chapter 5.

## VII

### **History of American Entrepreneurship (6)**

Oct. 6 and 8

#### **Deciphering the Great Recession (1) Understanding Wall Street (1)**

Scheweikart and Doti. American Entrepreneur, Chapter 6.

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

Oct. 13 and 15

Scheweikart and Doti. American Entrepreneur, Chapter 7.

#### **IX Economy and Technology The New Job Market and Workplace (1) History of American Entrepreneurship (8)**

Oct. 20 and 22

Scheweikart and Doti. American Entrepreneur, Chapter 8.

## X

### **History of American Entrepreneurship (9)**

Oct. 27 and 29

#### **The New Job Market and Workplace (2) Decoding California**

Scheweikart and Doti. American Entrepreneur, Chapter 9.

## XI

### **History of American Entrepreneurship (10)**

<p><b>Demographics</b> <b>Decoding Texas</b></p>	<p>Nov. 3 and 5</p>
<p>Scheweikart and Doti. <u>American Entrepreneur</u>, Chapter 10 <b>XII</b></p>	<p><b>Cultural and Social Change</b></p> <p>Nov. 10 and 12</p>
<p><b>History of American Entrepreneurship (11)</b> <b>Immigrants and Entrepreneurship</b> <b>New York and Chicago</b></p> <p>Scheweikart and Doti. <u>American Entrepreneur</u>, Chapter 11.</p>	
<p><b>XIII   Untangling the New Economic Realities</b> <b>Opportunities for Entrepreneurs</b> <b>History of American Entrepreneurship (12)</b></p> <p>Scheweikart and Doti. <u>American Entrepreneur</u>, Chapter 12.</p>	<p>Nov. 17 and 19</p>
<p><b>XIV   The Future of the Digital Revolution</b> <b>History of American Entrepreneurship (13 and 14)</b> <b>Detroit, Boston, and Pittsburgh</b></p> <p>Scheweikart and Doti. <u>American Entrepreneur</u>, Chapters 13 and 14.</p>	<p>Dec. 1 and 3</p>
<p><b>XV    The Future of the Digital Revolution</b> <b>Detroit, Boston, and Pittsburgh</b></p>	<p>Dec. 8</p>
<p><b>Study Report Due</b></p>	<p>Dec. 11</p>

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### 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        | 50% of final grade |
| 2) Midterm exam        | 20% of final grade |
| 3) Class Participation | 30% 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.

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### 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.

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*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>**