

~ Course Syllabus ~  
**Dilemmas and Debates in Entrepreneurship**

ENT 4934 (3A12) and 6930 (1A02)  
Center for Entrepreneurship and Innovation  
University of Florida  
Fall 2017

**Meets:** Mondays, 6:15-8:30 pm  
**Classroom:** Bryan 130  
**Instructors:** Mr. Marty Schaffel and Dr. Michael Morris  
**Office:** Matherly 219  
**Phone:** 352-273-0329  
**E-mail:** [Martin.Schaffel@avispl.com](mailto:Martin.Schaffel@avispl.com) and  
[michael.morris@warrington.ufl.edu](mailto:michael.morris@warrington.ufl.edu)  
**Office hours:** Mondays 1-4 p.m. (and gladly by appointment)

**Department Website:** <http://warrington.ufl.edu/centers/cei/>

### **Prerequisites**

Open to all students regardless of major or class standing. Students must come to class with ideas and be ready to thoroughly engage in a dialog with entrepreneurs each week.

### **Course Overview**

We are in the midst of a global entrepreneurial revolution. The rates of new venture start-ups, patents, new product and service introductions, technology licenses, and other indicators of entrepreneurial activity are at an all time high globally. It is a democratic revolution, in that it involves men and women from all walks of life and backgrounds. In fact, in the U.S. today, women and minorities are creating ventures at a faster rate than anyone.

Entrepreneurship is defined as “the process of creating value by bringing together unique resource combinations to exploit opportunity.” At the heart of any entrepreneurial venture is an entrepreneur and his/her team. These are the individuals with the vision, the tenacity and perseverance, the adaptability, and the passion to successfully implement a novel concept.

Entrepreneurs are agents of change. They are the “dreamers and doers” who see a better way and do whatever it takes to make that better way happen. Much of what can be learned from them involves not so much their idea, but how they made it happen, how they overcame the obstacles and the negatives, how they found resources when there were none, how they brought along the team, how they dealt with personal and ethical conflicts, and more regarding implementation and growth.

***IMAGINE > BELIEVE > CREATE***

This is a course about dilemmas and debates and is “taught” by 35 entrepreneurs. A dilemma is “an argument presenting two or more equally conclusive alternatives; a choice or a situation involving choice between equally unsatisfactory alternatives; a problem seemingly incapable of a satisfactory solution”. The process of entrepreneurship involves the recognition of challenges and dilemmas, vigorous debate, and ultimately, solutions. No solution lasts long in an entrepreneurial milieu whose underpinning is “creative destruction”. We will attempt to discuss a variety of contemporary dilemmas in entrepreneurship by interacting with prominent entrepreneurs and also through your own research and out of class activities.

Entrepreneurship is more than something one does at a point in time. It is a philosophy of life. The challenge to each student is to discover their own entrepreneurial potential and find ways to capitalize on that potential. The challenge is to build an entrepreneurial career that might include starting ventures, working for high growth ventures, taking over a family business, entrepreneurship in a large company, and/or pursuing social and non-profit entrepreneurship. The amazing entrepreneurs you will meet in the coming weeks can help you in defining your path.

## **Course Objectives**

Upon completion of this course, students will:

- Have a better understanding of the entrepreneurial process as it is pursued by successful entrepreneurs;
- Have a richer appreciation for their own entrepreneurial potential and how that potential can be capitalized upon;
- Be able to relate their own life experiences and accomplishments to the life experiences of successful entrepreneurs;
- Recognize the many dilemmas and choices that entrepreneurial individuals confront as they pursue and implement their concepts, and the fact that the ‘right’ course of action is rarely apparent;
- Appreciate how entrepreneurs can serve as role models and sources of learning for students in terms of their professional development, regardless of the career directions that students pursue;
- Distinguish entrepreneurial approaches to implementation and management of a venture from conventional management approaches;
- Develop a better sense of some of the underlying characteristics, skills and behaviors of successful entrepreneurs;
- Understand that successful entrepreneurship is both an individual and a team activity;

## **The Model for Class Sessions**

In general, the class will focus on a panel consisting of several entrepreneurs. The entrepreneurs will share diverse experiences and perspectives related to the dilemma focused on during a particular class session. The discussions will be personal and

***IMAGINE > BELIEVE > CREATE***

center on how the entrepreneur actually deal with issues surrounding the dilemma. The particular dilemmas are ones that directly impact entrepreneurial success.

## Text and Materials

You will have weekly readings or podcasts that you need to watch, and these will be posted to the course site.

## Other Readings

Students are encouraged to read applied publications such as *INC.* magazine, *Fast Company*, and *Entrepreneur* magazine and to look for insights in those publications that relate to the various entrepreneurs and topics involved in the course. Subscriptions to any of these publications can be gotten at a student rate. Other useful sources are [www.entrepreneur.com](http://www.entrepreneur.com), [www.entrepreneurmag.com](http://www.entrepreneurmag.com), <http://startup.wsj.com>, [www.entreworld.com](http://www.entreworld.com), and <http://www.businessweek.com/smallbiz/index.html>. Students are strongly encouraged to regularly access these sites for ideas to bring into class.

## Student Assessment

There are no examinations in this course. The assessment will center around the student's involvement, interaction and learning from the guest entrepreneurs.

<b>I.</b>	<b>Class Participation</b>	<b>25% (125 points)</b>
	-Asking questions in class	
	-Turning in 3 questions	
<b>II.</b>	<b>Profile of a Notable Entrepreneur</b>	<b>25% (125 points)</b>
<b>III.</b>	<b>Ownership of One Night's Class</b>	<b>20% (100 points)</b>
<b>IV.</b>	<b>Paper: Write Up Your Own Dilemma</b>	<b>30% (150 points)</b>
	<b>Total</b>	<b>100% (500 points)</b>

The following grading scale will be employed:

94-100% of available points= A; 90-93% = A-; 87-89% = B+; 84-86% = B; 80-83% = B-; 77-79% = C+; 74-76% = C; 70-73% = C-; 67-69% = D+; 64-66% = D; 60-63% = D-; below 60% = F.

For more information on current UF grading policies for assigning grade points, students are encouraged to consult the University Catalog: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

### ***I. Quality Class Participation & Advance Question Preparation (Individual Effort)***

The unique nature of this course places heavy responsibility on the student to get involved. It is a course where you learn from leading edge entrepreneurs. But the entrepreneurs do not lecture in a traditional sense. They are here to share. As a result, students must thoroughly immerse themselves in each class, including asking substantive and provocative questions with follow up queries. If you do not participate in a significant manner your grade will suffer.

***IMAGINE > BELIEVE > CREATE***

In addition, students are expected to prepare and submit at least **three** questions for each night's guest or panel. The questions should be based on the dilemma focused upon that week and advance information provided. Students are expected to participate in class each night based on the advance information and on the presentation of our guest or panel. **Questions must be submitted to the CANVAS Digital Drop Box two days before a given class meeting or they will not be counted.** Students will receive points for the quality of their questions, and points each week based on the quality of their inputs into the discussion.

## ***II. Profile of a Notable Entrepreneur (Individual Effort)***

Students must do background research and write a 5 page (maximum length) paper on any notable entrepreneur of their choosing. Examples include Michael Dell, Oprah Winfrey, Richard Branson, Maxine Clark, Elon Musk, Muhammad Yunus, Maxine Clark, and Sam Walton; but there are thousands of others. The paper must delve into the person, not just their accomplishments. The paper should look at the individual in terms of their character, their values, their traits, their goals and objectives, their management styles, their skills and limitations or weaknesses, their need for control, their risk tolerance, the family situation, their community focus, and so forth. Papers must be properly referenced. The entrepreneur chosen must have achieved a level of notoriety or recognition (e.g., past winners of the Ernst and Young Entrepreneur of the Year Award, or individuals recognized by their communities or nations, or individuals cited in the media). The individual can be a successful start-up entrepreneur, corporate entrepreneur or social entrepreneur. This is not a story about their company, but a story about the person as entrepreneur, leader, decision-maker, etc.

## ***III. "Ownership" of One Nights' Class (Team Effort)***

Students will be placed into teams and each team will establish a relationship with an assigned guest speaker or panel members and lead the class discussion for a night. The goal is for the team to "own" the evening. Responsibilities for each team include at least the following:

1. The team will need to do a PROMPT confirmation to the guest or guests, using a professional letter with a copy to the instructors (no e-mail for this letter). Please put yourself in their position as you consider what to tell them; i.e. parking arrangements, room number, time, attire, what to expect from the evening. Try to put them at ease. This should be an "administrative" letter, and will be evaluated as part of the grade. This letter should be sent **as soon as possible regardless of which night your guest is coming.**

- The team will also have a separate discussion or correspondence or site visit with the guest(s). For individual guests, this discussion would include the dilemma that the guest will focus upon in class. For panels, it would include a discussion of the dilemma or debate for that evening. Before you make contact, you should meet with Dr. Morris to get more background on why each particular guest was selected. (See also 3 below for what you need to get from this interaction).
- You should obtain background information from the instructor(s) plus other information (discussions, correspondence, meetings, internet searches or other meaningful research) about the entrepreneurs, their companies, and/or their topic, dilemma, or debate, so that the team provides background information to the class (see below)

2. Appropriate advance information to classmates **at least one week before** your guest(s) appear. **This should be sent by e-mail to Professor Morris and he will post it to the course**

***IMAGINE > BELIEVE > CREATE***

**site.** Please remember that your classmates must form meaningful questions based on what you provide them. This information should include a brief discussion of the topics, dilemmas, or debates appropriate to the session. We suggest you also send your guest(s) a copy of what you send the class so they know what has been provided.

3. A formal presentation and introduction to the class on the evening of class of your guest(s). (Appropriately dignified for the Speaker(s), approximately 1 minute for each speaker)

4. Summary. You need to pull out the ten most provocative or useful learning points that came out of the class session and summarize them in a two-page document.

5. An appropriate "Thank You" letter to your guest(s), within one week of your evening, with a copy to us. The letter should not be e-mail and will be evaluated as part of the grade.

**You will need to keep a copy of the components of the team effort. When all pieces are accumulated, submit a hard copy for grading no later than one week following the class period for which you are responsible. A complete package includes: 1. confirmation letter, 2. advance information provided to class, 3. notes from class session, 4. thank you letter**

#### ***IV. Research Paper on an Entrepreneurial Dilemma or Debate: (Individual Effort)***

A ten page paper is due prior to the beginning of the last class period. The paper should focus on a particular dilemma or debate entrepreneurs commonly encounter. Examples might include "the dilemma of dealing with partners versus going it alone", "the dilemma of staying married while growing a venture", "the dilemma of maintaining control while achieving growth", or "the dilemma of getting resources when you don't have any track record, money or collateral". Other sample dilemmas are offered below. It should be a topic of your choosing and should not be one of the dilemmas covered in the class sessions. **THIS PAPER IS NOT A SUMMARY OF THE SEMESTER'S GUEST PRESENTATIONS.** You are expected to do research to support your topic. You must present both sides (or all sides) of the dilemma in an objective light. A good beginning point is to go to the on-line indexes in the UF library and access ABI-Inform, where you can do a keyword search on your topic.

#### **Attendance and Tardiness Policy**

Class attendance is a critical component of learning, therefore, you are expected to attend and participate fully in all scheduled class meetings. It is considered so essential that your grade will be affected by your absences. ***This class has a mandatory attendance policy.*** If you are required to participate in official university-sponsored activities or military training you should receive an excused absence if you provide **PRIOR NOTIFICATION** of the planned absence to the instructor with written documentation signed by the official in charge of the activity or military training. You will be required to submit assignments due during that class period before the planned absence.

**You will be allowed only one unexcused absence.** Two unexcused absences will drop your final grade by 10 percentage points. Three unexcused absences drop the final grade by 20 percentage points, etc. Excuses must be official – letter from doctor, job interview confirmation letter, employer's note etc. and must be presented no later than one week following the class period in which you were absent. Please don't ask us for exceptions. While we are reasonable,

***IMAGINE > BELIEVE > CREATE***

if it wasn't critical for your health or life, you should be in class. Learning in this course is heavily based on the classes themselves.

Tardiness is not welcomed. If your tardiness causes a disruption, you will be docked points for it. Pay attention in class. Texting or surfing your computer is forbidden. Inattention and indiscreet eating are also not appropriate. The guests coming to our class deserve your respect and interest. They are doing UF a big favor in modifying their busy schedules to share time with you. Cell phones must be turned off before entering the classroom.

### **Academic Integrity**

The University of Florida has adopted an academic integrity policy emphasizing that honesty, integrity, and respect for others are fundamental expectations in our University. All students in

Warrington College of Business Administration courses must adhere to this policy. Please familiarize yourself with the academic integrity policy.

### **Course Schedule:**

Below is the master schedule of the entrepreneurs that you will be spending time with this semester. They are an amazing group and you are strongly encouraged to take advantage by asking questions and interacting with them.

August 21 DILEMMA OF STARTING OUT OF SCHOOL VS. WAITING  
Nicole Irving, Wade Swikle

August 28 DILEMMA OF BUILDING A CULTURE IN A STARTUP  
Kristin Hadeed

September 11 DILEMMA OF FAILURE  
Parker Van Hart and Don Haight

September 18 DILEMMA OF CREATING A MARKET PRESENCE  
Amy Summers and Keith Freeman

September 25 DILEMMAS OF WOMEN ENTREPRENEURS  
Leah Lytle and Kim Kaupe

October 2 DILEMMA OF GETTING INVESTORS TO INVEST IN YOUR START UP  
Mark Blumenthal and Steve Tigiris

October 9 DILEMMA OF ENTREPRENEURSHIP IN ESTABLISHED FIRMS  
Alex Sink and Bob Miles

October 23 DILEMMA OF FAMILY BUSINESS  
Bobby Newman, Chris Tassin, and Tim Tassin

***IMAGINE > BELIEVE > CREATE***

October 30 DILEMMA OF SOCIAL VENTURES  
Howard Baskin and Carole Baskin

November 6: DILEMMA OF CHARTING A GROWTH PATH  
Adam Diasti and Tim Cannon

November 13 DILEMMA OF STARTING WITH NOTHING  
Joe Cirulli and Steve Freedman

November 20 ETHICAL DILEMMAS IN A STARTUP  
Paul Samson and Steve Hagenbuckle

November 27 DILEMMA OF FINANCING W/ DEBT, EQUITY, CROWDS, CUSTOMERS  
Augi Lye and Seth Ellis

December 4 DILEMMA OF ADAPTATION OF YOUR BUSINESS MODEL  
Ethan Fieldman, Michael O'Neal and Michael Howard

***IMAGINE > BELIEVE > CREATE***