ENTREPRENEURSHIP AND THE ENTREPRENEURIAL MINDSET

BY DR. MICHAEL MORRIS

Course description:

Entrepreneurship is about transforming people, organizations, markets, industries and societies. It is a source of empowerment and advantage, and applies in both start-up and corporate contexts, and in non-profit and for-profit organizations. Importantly, entrepreneurship is a mindset that individuals bring to many facets of their professional and personal lives. In this course, we explore the entrepreneurial mindset and examine entrepreneurship as a manageable process. Unique entrepreneurial competencies are identified that can enable the entrepreneur to successfully overcome uncertainty, ambiguity, chaos and the many inherent obstacles when one is attempting to launch new ventures and concepts. We examine opportunity recognition, the development of viable business models, approaches to resources, implications of technology, the manner in which successful ventures emerge, types of entrepreneurs and types of ventures, ways to encourage entrepreneurial behavior at the individual and organizational levels, and exit strategies, among other topics.

Dr. Michael H. Morris holds the George and Lisa Etheridge Professorship at the University of Florida, where he is the Academic Director of the Entrepreneurship Program. He previously was the N. Malone Mitchell Chair and founded the School of Entrepreneurship at Oklahoma State University, and before that launched the Department of Entrepreneurship at Syracuse University. The entrepreneurship programs he has built at different universities have been ranked in the top ten nationally and received global recognition for excellence. Dr. Morris is a pioneer in curricular innovation and experiential learning. His entrepreneurial outreach efforts have facilitated the development of hundreds of ventures, and he has started three ventures of his own. Professor Morris is the director of the Experiential Classroom, founded in 1999, which shares best practices in entrepreneurship education with faculty from around the globe. He annually coordinates the Entrepreneurship Empowerment in South Africa Program, where faculty and students assist historically disadvantaged entrepreneurs build their companies. He has authored 11 books and published over 130 articles in peer-reviewed journals. He co-edits the Prentice-Hall Entrepreneurship Series, and is editor emeritus of the Journal of Developmental Entrepreneurship. Dr. Morris is a Past President of the United States Association for Small Business and Entrepreneurship (USASBE), and has chaired the American Marketing Association’s Entrepreneurship & Marketing Taskforce. A former Fulbright Scholar, Dr. Morris was selected as a top twenty entrepreneurship professor by Fortune Small Business, and received the Leavey Award from the Freedoms Foundation for impacting private enterprise education. USASBE recognized him as Entrepreneurship Educator of the Year in 2012.