

C & I 507AIE
Spring, 2009
Tuesdays, 10:00-12:50
Room 176 Education

Intellectual Entrepreneurship in Academia

Instructor: Liora Bresler.
Office Hours: 393 Education Bldg.
Thursdays 1:00-3:00.
(These and other times by appointment.)
Telephone: 244-0734, 244-8286 (office).
E-mail: liora@illinois.edu

The overall goal of the course is to develop an entrepreneurial perspective of the role of faculty in academia. The three components of the academic endeavor--research, teaching, and service--will be conceptualized as highly entrepreneurial activities.

Building on their individual passions and strengths, the course will empower students (prospective faculty) to experience each of these three components of academia along the three entrepreneurial axes: recognize opportunities, acquire resources, and create a new entity of value. Specifically, the course will address the following: 1. Expansion of contents, forms, and audiences in teaching; 2. Choosing research questions for significance and impact, garnering means for effective execution, and creating avenues to bring the fruits of research to society; and 3. Refocusing of academic service as a vehicle for the building and nurturing of intellectual community.

This course is motivated by the recognition of unprecedented opportunities to expand the role of academics beyond traditional, often self-imposed boundaries. The crossing of disciplinary boundaries and the ensuing cross-fertilization has generated new disciplines such as computational neuroscience, biophysics, biochemistry, molecular biology, psychological economics, cultural anthropology, and social psychology. Not only do contents of academia change, but also their formats are being shaped by new information technologies, and their audiences expanded. While these trends have evolved over a long period of time, they have vastly accelerated in the last ten years, reinforcing each other.

The new opportunities created by these trends can shape research, teaching, and service. In research, we note new questions and directions. Responding to the cross-fertilization of disciplines, teaching invites the creation of new curricula. In attending to new audiences (e.g., minorities, remote students world-wide), teaching can involve the exploration of new structures and media. Service draws on these to build and nurture new intellectual communities.

This course is seen as an important part of the education of doctoral students, in preparing them to be resourceful, dynamic faculty, responsive to the needs and opportunities in the field, drawing on their visions, creativity, and skills, to create new endeavors.

This course will have three major components, which will be interwoven with a view towards pedagogical impact and student engagement.

1. Theoretical foundations of the field of entrepreneurship with a slant toward social entrepreneurship;
2. Case-studies of successful entrepreneurs in academia (featuring guest presentations);
3. Identification of issues based on students' interests and "mini proposals" for projects on "academic business plan".

A. Prelude: Intellectual and Social Entrepreneurship in Academe

1/20 Topic: Introduction to the course: A conceptual (and practical) map; reflections on “The New Heroes”, passions, visions and missions.

B. The Richness and Diversity of Entrepreneurial Activities in Academia: From Artistic to Subsistence Marketplace

1/23*** 7:10 p.m. Meeting at Krannert Center for the Performing Arts

Topic: Academic Artistic/Social/Intellectual Entrepreneurship

Assignment:

- Read “Chocktalking from other realities” by Leanne Howe.

1/27 Topic: The artist/faculty as an intellectual entrepreneur.

Guest Presentation: Professor Leanne Howe.

Assignments:

- Read Cherwitz’s, Intellectual entrepreneurship: Can intellectuals innovate in ways that produce a better world?
- Read Liora Bresler’s “The academic faculty as an intellectual entrepreneur: artistry, craftsmanship and animation”.
- Read Anna Neumann’s, “Professing passion: Emotion in the scholarship of professors at research universities”.
- Prepare 3-5 questions based on Howe’s performance and readings.

2/03 Topic: The dance of Entrepreneurship: artistic lenses to imagine life.

Guest Presentation: Professor Jan Erkert.

Assignments:

- Read (in Spinosa, Flores and Dreyfus’ book, *Entrepreneurship, democratic action, and the cultivation of solidarity: Disclosing new worlds*) chapters 1 and 2, “Introduction: History or the end of history”, and “Entrepreneurship: The skills of cultural innovation”.
- Submit journal/paper no. 1:
Social and Intellectual Entrepreneurship: Visions, missions, and personal reflections. Based on course readings, Howe’s performance and guest presentation, and classroom conversation, discuss the various interpretations of entrepreneurship. Reflect on how it fits with your own visions and agendas.

2/5*** 7:10 p.m. Meeting at Krannert Center for the Performing Arts

Topic: Expanding Perception and Communication.

2/10 Topic: Academe as a space for intellectual/social entrepreneurship.

Guest Presentation: Professor Madhu Viswanathan

Assignments:

- Read (in Madhu Viswanathan’s book, *Enabling consumer and entrepreneurial literacy in subsistence marketplaces*) chapters 1, 2, and 3.
- Prepare 3-5 questions on the readings for a group interview with Professor Viswanathan.

2/24 Topic: Exceptional educational projects – Entrepreneurship in Hong Kong

Guest Presentation: *Professor Samuel Leong*;

Assignments:

3/03 Topic: Deepening the conversation on Entrepreneurial Literacy in Subsistence Marketplaces.

Guest Presentation: Professor Madhu Viswanathan

Assignments:

- Read (in Madhu Viswanathan's book, *Enabling consumer and entrepreneurial literacy in subsistence marketplaces*) chapters 8, 9, 10, and 11.
- Prepare 3-5 questions on the readings for an interview with Professor Viswanathan.

3/10 Topic: Creativity in Entrepreneurship.

Assignments:

- Read (in Mihaly Csikszentmihalyi's book, *Creativity: Flow and the psychology of discovery and invention*) section I, pages 23-147.
- Submit paper No. 2:
Section A: Identify three themes in Professor Viswanathan's presentation that you found particularly interesting.
Discuss his perspectives and how it fits with your own understanding of the field.
Section B: Conduct a literature search on creativity and entrepreneurship where you identify 4 papers/chapters (or books) on a topic of your interest in the field.
Based on Viswanathan's book and interviews, as well as your literature search on creativity and entrepreneurship, discuss creativity and innovation in entrepreneurship in general and academic intellectual entrepreneurship in particular. Feel free to relate the theme of creativity to other themes (e.g., visions, inter-disciplinarity, taking risks, learning from mistakes, working with others) as manifested in Professor Viswanathan's writing and presentation, and frame it within the broader literature you surveyed.

3/17 Topic: Collaborations and Team Leading.

Guest Presentation: Professor Ray Price.

Assignments:

- Read Price, R., Griffin, A., Vojak, B., & Burgon, H. (2008, April). *Innovation politics: How serial innovators gain organizational acceptance for breakthrough new products*.
- Read Griffin, A., Hoffman, N., Price, R., & Vojak, B. (in progress). *The processes by which serial innovators innovate*.
- Prepare 3-5 questions on the readings.

3/24 Topic: Spring Break: No Class.

3/31 Topic: Questioning the Status Quo, Identification and Creation of Opportunities, and Not Giving Up.

Assignments:

- Read (in David Bornstein's book, *How to change the world: Social entrepreneurs and the power of new ideas*) chapters 1, 2, 3, 4, 12, & 18.
- Prepare 3-5 issues for class discussion.

4/7 Topic: Juxtaposing Scientific, Social, and Artistic Entrepreneurship.

Guest Presentation: Professor Jennifer Monson.

Assignments:

- Check and read these websites: www.ilandart.org & www.birdbraindance.org
- Read (in Graham Jeffery's book, *The creative college: Building a successful learning culture in the arts*) chapters 1, 5, 6, and 7.
- Prepare 3-5 questions on the readings.

4/14 Topic:

Guest Presentation:

Assignments:

- Read Beckman, G. and Cherwitz, R. (2008). Intellectual entrepreneurship as a platform for transforming higher education. *Metropolitan Universities Journal*, 19(3), 88-101.
- Read (in Spinosa, Flores and Dreyfus' book, *Entrepreneurship, democratic action, and the cultivation of solidarity: Disclosing new worlds*) chapters 4 & 5.
- Prepare 3-5 questions on the readings.

C. Construction Our Own Entrepreneurial Journeys.

4/21 Topic: The Entrepreneurial Mindset: Opportunity Identification, Self-Efficacy and Enterprise Creation.

Guest Presentation: Professor Laura Hollis, College of Business.

Assignments:

- Read Lucas, W., Cooper, S. (2004, May). Enhancing self-efficacy to enable entrepreneurship: The case of CMI's Connections. *MIT Sloan School of Management*, MIT Sloan Working Paper 4489-04.
- Prepare 3-5 questions on the readings.
- Submit paper #3.

Based on course readings, guest presentations, and class discussions, discuss:

1. The range of entrepreneurial visions encountered in this course;
2. Processes of entrepreneurship, including taking risks, and learning from mistakes;
3. Working with others and team-leading.

4/28 Topic: Individual presentations of projects and ideas.

Assignments:

- Submit a short, personal Entrepreneurial Plan.

5/5 Topic: Individual presentations of projects and ideas.

Grading Procedures:

Participation in all classroom sessions and activities is required, as well as careful, thorough reading of course material.

For 4 Hours: Attendance in all class presentations and events.

Journal #1:	25%	(5-7 double-spaced pages)	Due: 2/3
Paper #1:	30%	(6-8 double-spaced pages)	Due: 3/10
Paper #2:	30%	(6-8 double-spaced pages)	Due: 4/28
Presentation & business plan	15%	(1-2 pages)	Due: 5/5

For 2 Hours: Attendance in all class presentations and events.
Paper No. 1 & paper No. 2.

Required Textbooks (available in the library on reserve for two-hour loans):

Spinosa, C., Flores, F., & Dreyfus, H. (1997). *Entrepreneurship, democratic action, and the cultivation of solidarity: Disclosing new worlds*. Massachusetts: The MIT Press.

Viswanathan, M., Gajendiran, D. & Venkatesan, R. (2008). *Enabling consumer and entrepreneurial literacy in subsistence marketplaces*. Dordrecht, Netherlands: Springer.

E-Reserve

Students can access e-reserve lists through the library online catalog reserve module at:
<http://www.library.uiuc.edu/ereserves/querycourse.asp>

Further information on how to search course reserves is available at:
<http://library.ilcso.illinois.edu/uiu/cgi-bin/Pwebrecon.cgi?DB=local&PAGE=rbSearch>

Required Reading as listed on e-reserve:

Beckman, G. and Cherwitz, R. (2008). Intellectual entrepreneurship as a platform for transforming higher education. *Metropolitan Universities Journal*, 19(3), 88-101.
https://webspace.utexas.edu/cherwitz/www/articles/beckman_cherwitz.pdf

Bornstein, D. (2004). *How to change the world: Social entrepreneurs and the power of new ideas*. New York: Oxford University Press.

Bresler, L. (2009). The academic faculty as an entrepreneur: Artistry, craftsmanship, and animation. *Visual Art Researcher*.

Cherwitz, R. (2000). Intellectual entrepreneurship: Can intellectuals innovate in ways that produce a better world? Retrieved February 29, 2008, from <http://whitman.syr.edu/EEE/campus/ie.asp>

Csikszentmihalyi, M. (1996). *Creativity: Flow and the psychology of discover and invention*. New York: Harper.

Griffin, A., Price, R., Maloney, M., Vojak, B., & Sim, E. (2005, October). *Voices from the field: How exceptional electronic industrial innovators innovate*.

Griffin, A., Hoffman, N., Price, R., & Vojak, B. (in progress). *The processes by which serial innovators innovate*.

Howe, L. (2005). *Evidence of red*. Cambridge: United Kingdom. Chocktalking on other realities (pp. 44-57).

Jefferey, G. (Ed.). (2005). *The creative college: Building a successful learning culture in the arts*. London: Trentham books.

Lucas, W., Cooper, S. (2004, May). Enhancing self-efficacy to enable entrepreneurship: The case of CMI's connections. *MIT Sloan School of Management*, MIT Sloan Working Paper 4489-04.

Neumann, A. (2006). Professing passion: Emotion in the scholarship of professors at research universities. *American Educational Research Journal*, 43(3), 381-424

Price, R., Griffin, A., Vojak, B., & Burgon, H. (2008, June). *Innovation Politics: How Serial Innovators Gain Organizational Acceptance for Breakthrough New Products*. Paper presented at the meeting of the 15th International Productive Development Management Conference. Hamburg, Germany.

Optional Reading as listed on e-reserve:

Intellectual entrepreneurship

<https://webspace.utexas.edu/cherwitz/www/ie/>

https://webspace.utexas.edu/cherwitz/www/ie/selected_pubs.html