

*University of Mannheim - Master in Management  
Research Seminar: Topics in Entrepreneurship*

*MAN 770a Course Program - Syllabus - a.y. 2018*

*Capsule Course Outline:* This research seminar covers current topics in entrepreneurship research, particularly digital entrepreneurship, youth entrepreneurship as well as migrant and transnational entrepreneurship. This is an advanced course with the goal of preparation for the master thesis. It demands a high level of involvement and contribution. *Please, read this syllabus carefully before the beginning of the course.*

- Chair** Prof. Dr. Michael Woywode, Dipl.-Kfm.
- Instructors** Andrew Isaak, MBA and Robert Strohmeyer, Dipl.-Soz.
- Tutor** Baris Istipliler, M.Sc.  
**Secretary** Gabriele Schleicher, E-mail: schleicher@ifm.uni-mannheim.de
- Objectives** The goal of the course is twofold. First, the course introduces student to the vibrant research at the intersection of innovation, migrant entrepreneurship, and crowdfunding. Students will read seminal articles and current research. The second goal of the course is to familiarize students with the core techniques of scientific work in business studies. This includes developing a research idea, evaluating its contribution, obtaining data and quantitative vs. qualitative techniques as well as reporting results in article and presentation format. Overall, the course prepares students for writing a master thesis at our chair.
- Contents** The course will cover an introduction to the databases available at the University of Mannheim, a brief introduction to qualitative and quantitative methods and particularly to conducting structured literature reviews to identify research gaps, a key step needed for further research in the MA thesis.
- Format** There will be an introduction session led by the instructors, after which the research will be conducted. During the (self-study) research process, students can schedule individual feedback sessions with the instructors. Results will be presented orally in the final session.
- Prerequisites** Courses: MAN 630 or MAN 631 or MAN 632 or MAN 633 accomplished or accomplished at the end of the current semester (mandatory).  
Books: tba.  
Software: STATA or a QDA package of your choice (check Rechenzentrum website).
- Application** Course capacity is limited. Registration via the student portal (Portal2.uni-mannheim.de) is mandatory (Open from 1-14.2.2018 - register early!). Additionally, please apply to aisaak@staff.mail.uni-mannheim.de by sending your student ID, CV and optionally, your transcript and a short paragraph detailing your motivation for the course. **Application deadline: 14.2.2018**

*Syllabus (continued)*

**Grading:** Grading consists of three components: I. Final assignment, 70% II. oral presentation, 20% and III. class discussion and attendance 10% of the course grade.

**I. Final assignment:** Students can choose between two assignments. Details below.

*Assignment type I (15 to 20 pages):* Literature Review. The first option is to write a structured literature review paper based on extant literature. Existing findings should be summarized and compiled into a structured format using a literature matrix. An example literature review will be provided. This requires a careful screening of the relevant publications (primarily peer-reviewed journal articles but also of conference papers and book chapters) in the databases available (e.g. Ebsco Host/Academic Source Premier, JSTOR, Web of Science) in addition to Google Scholar, based on concrete combinations of search terms. The challenge here is not only to gather and summarize the most relevant articles but to synthesize findings into a compressed form.

*Assignment type II (15 to 20 pages):* Empirical Research Paper. Optionally, advanced masters students may conduct an exploratory quantitative or qualitative study. In this case, your task is to collect or together with the instructors, chose a smaller sample of existing quantitative data (either from the ifm or from a public online source, such as the Global Entrepreneurship Monitor) to write a short research paper. This type typically consists of an introduction (2 pages), literature review (3 pages), theory (3 pages), methods (5 pages), results (3 pages), and a discussion and conclusion (4 pages). This type requires a much shorter literature review, but should still be in a structured form. Hand in your STATA .do and .log file electronically.

Assignment format: A4, Times New Roman 11 pt font, one-and-a-half spaced, 2 cm margins, 20 page limit. References, figures, tables, exhibits, and appendix are not included in 20 page limit. References should be in APA Format. Text and figures should follow the AMJ Style Guide. Best practice recommendations will be mentioned or handed out in the first session. **Assignment deadline: June 1st 2018 at 11:59 a.m. CET. Only assignments handed to the course secretary on time are graded. No extension will be granted.**

**II. Oral presentation:** The presentation is based on the results of your own research project that will be related to one of the topics of the course (innovation, migrant entrepreneurship, or digital entrepreneurship). The presentation will follow the typical conference format of 20 minutes plus 10 minutes for Q&A and should follow a rigorous academic structure (Introduction, Lit. Review, Methodology, Analysis, Results, Discussion, References). The time implies that most people will end up with 10-15 slides. You may include additional slides in the backup to support your Q&A session.

**III. Class discussion:** Participants are expected to provide helpful feedback to their peers on their presentation and may be asked to perform the role of discussant in the presentation session. This component can only improve your grade, assuming that you attend the required sessions.

**Attendance:** Attendance of each session is mandatory & signature-based. Exceptions will be made for students having an exam or if a medical certificate is provided. Students must attend for a grade.

*Syllabus (continued)*

**Introduction Session**

Date & venue: February 16th (14:00-18:00), in L9, 1-2, room 210.

Introduction to the course and topic distribution.

**Optional Tutorial in STATA**

Date & venue: March 2nd (15:30-18:45), in L9, 1-2, room 210.

**Final Presentation.**

Date & venue: April 27th & 28th (9:00-18:00), in L9, 1-2, room 210.

Students will present their results in a conference format. The presentations will be 20 minutes plus 10 minutes for Q&A. Powerpoint presentations will be sent to the instructors by April 24th, so that other students can prepare discussion questions. Further, discussants may be assigned for each presentation. Discussants should prepare feedback on 1-2 slides in advance, discussing the results and approach in detail in 5 minutes. Then he will open the discussion to the rest of the class and may be asked to moderate the remaining 5 minutes of Q&A.

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