



## **LJUBLJANA DOCTORAL SUMMER SCHOOL 2014**

**21 – 26 July 2014**

### **Understanding Major Aspects of Entrepreneurship, Corporate Entrepreneurship, Government Entrepreneurship and Social Entrepreneurship**

**ECTS credits: 6**

**Lecturer: Robert Hisrich**, Ph.D, Garvin Professor of Global Entrepreneurship and Director of the Walker Centre for Global Entrepreneurship at Thunderbird School of Global Management, USA

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#### **AIMS OF THE COURSE:**

The course offered by prof. Hisrich is designed for doctoral students at any stage of their research. The students at early stages of research can gain valuable insights about the process of academic writing and publishing and develop new ideas after hearing, in condensed form, about the state of the art in entrepreneurship and management science. More senior students can get valuable feedback on their research in individual sessions prof. Hisrich offers. Although primary targeted to doctoral students in the broader field of entrepreneurship, students of all related fields, including general management, innovation management, marketing and others may find valuable insights and knowledge from the course. The course is designed in five half-day sessions, approximately 40 percent of the time is reserved for individual sessions with students.

#### **COURSE SYLLABUS:**

##### **Day 1**

Research Protocol and Writing an Article for a Top Tier Journal  
Entrepreneurial and Management Decision Making and Governance

## **Day 2**

Ideation, Innovation and Opportunity Assessment  
Individual Sessions

## **Day 3**

Resource Obtainment  
Individual Sessions

## **Day 4**

Thirteen Biggest Problems in Starting and Managing a Venture  
Individual Sessions

## **Day 5**

Corporate, Government and Social Entrepreneurship  
Individual Sessions

### **TEACHING METHODS:**

Each student is required to **read each article** assigned and make notes to use in the discussion of each article in each of the following areas:

- 1) The research methodology used;
- 2) The major results of the article;
- 3) Develop one or two research projects to enhance the findings of the article; and
- 4) Critique each article with respect to where it could be improved.

For every day after the first day, you can sign up for a time for an individual consultation. The individual consultation will be based on the student's research proposal.

Students without Ph.D. thesis proposals can use this time to seek advice on the possible research topics for their thesis research. If desired, Prof. Hisrich is willing to act either as thesis advisor or as co-advisor to one or two students of the current as well as the next generation of Ph.D. students.

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### ***Lecturer's Biographical Note:***

**Prof. Hisrich** is internationally well known and recognized scholar in the field of entrepreneurship. He has frequently been a visiting scholar at the Faculty of Economics.

Robert D. Hisrich, Ph.D., is the Garvin Professor of Global Entrepreneurship and Director of the Walker Center for Global Entrepreneurship at Thunderbird School of Global Management, the world's leading school of global business.

A world-renowned expert and author on entrepreneurship, Dr. Hisrich himself is a global entrepreneur who has been involved in the founding of more than a dozen companies including H&B Associates, a marketing and management consulting firm. He has authored or co-authored 34 books, including: *Marketing for Entrepreneurs and SMEs: A Global*

*Perspective (2014); Managing Innovation and Entrepreneurship (2014); Entrepreneurship: Starting, Developing, and Managing a New Enterprise, 9th edition (2013 - translated into 13 languages), Governmentpreneurship: Establishing a Thriving Entrepreneurial Spirit in Government (2013); Corporate Entrepreneurship; Technology Entrepreneurship: Creating, Capturing and Protecting Value; International Entrepreneurship: Starting, Developing and Managing a Global Venture; The 13 Biggest Mistakes that Derail Small Businesses and How to Avoid Them and The Woman Entrepreneur. Dr. Hisrich has written over 350 articles on entrepreneurship, international business management, and venture capital, which have appeared in such journals as The Academy of Management Review, California Management Review, Columbia Journal of World Business, Journal of Business Venturing, Sloan Management Review, and Small Business Economics. He has served on the editorial boards of The Journal of Business Venturing, Entrepreneurship Theory and Practice, Journal of Small Business Management, and Journal of International Business and Entrepreneurship.*

*Prior to joining Thunderbird, Dr. Hisrich held the A. Malachi Mixon, III Chaired Professor of Entrepreneurial Studies at the Weatherhead School of Management, Case Western Reserve University. Hisrich was a Fulbright Professor at the International Management Center in Budapest, Hungary. He was named a Professor in Budapest at the Foundation for Small Enterprise Economic Development, where he also held the Alexander Hamilton Chair in Entrepreneurship.*

*He has instituted academic and training programs such as the university/industry training program in Hungary, a high school teachers entrepreneurship training program in Russia, an Institute of International Entrepreneurship and Management in Russia, and an Entrepreneurship Center in Ukraine.*

*Not only highly respected and sought after in the academic sector, Dr. Hisrich's expertise has been tapped by top corporations including BP Petroleum, Citicorp, Conoco, Alcoa, Westinghouse and Corning Glass.*

*He received his BA from DePauw University, his MBA and Ph.D. degrees from the University of Cincinnati, and honorary doctorate degrees from Chuvash State University (Russia) and the University of Miskolc (Hungary).*