

School of Entrepreneurship - EEE 3033
Minority and Women's Entrepreneurship
Race, Gender, and Entrepreneurial Opportunity
-a general education diversity course-

Spring 2010

Mondays and Wednesdays, 2:30 pm-3:45 pm

Class meets in SSB 009

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I. Course Overview

It is an exciting time for women and minority entrepreneurs. These groups are starting businesses at a faster rate than the population at large. Yet they are underrepresented in many industries, experience high failure rates, and often start lifestyle ventures that do not grow. So, how are we to understand race, gender, or ethnicity in light of these trends, especially when being a minority or woman has historically been identified as a barrier to business success? This course will look at these factors and their influences and impacts on the entrepreneurial revolution here in the US and around the world. We will look at:

- The status of minority and women's entrepreneurship
- Societal conditions that support or block minority or women entrepreneurs
- Challenges to their entrepreneurial success
- Entrepreneurial strategies used
- Unique opportunities and resources, including the need for specialized communities, funding, government policies and regulations
- Empowerment through entrepreneurship

II. Course Objectives

The course is built around a number of core objectives. By the end of the semester, you should be able to:

- Define minority entrepreneurship and women's entrepreneurship;
- Explain the philosophical and theoretical bases of both minority and women's entrepreneurship;
- Understand the legal, historical social, and political factors that help explain both;
- Begin to identify and unpack the roles of sexism, racism, xenophobia, and poverty in both minority and women's entrepreneurship;
- Use this understanding to begin to form insights and strategies for how the number of successful ventures launched by women and minorities can be increased

- Identify ways in which public policies can be modified to support women and minority entrepreneurship.

III. Course Reading Materials:

All course readings are available for download on the course website on Desire 2Learn. All students are responsible for printing their own copies.

IV. Student Assessment and Evaluation

Mid-term exam: This will be given in class.

Final exam: This will be an applied take home examination.

Group presentation: Each week, one group will present an Entrepreneurial Profile that highlights a particular entrepreneur that is a woman or member of a minority group and who stands out for some reason determined by the presenting team. The presentation will be presented as a PowerPoint, addressing the issues decided upon by the instructors and the team. Each team, therefore, must meet with the instructors a week before the scheduled presentation. Please make your appointments accordingly. Email the PowerPoint of the presentation to Mary Means prior to the start of class time on the presentation day and bring a hard copy of presentation for the instructor. Presentations should be a 12-15 minute presentation followed by Q&A from the class.

Research Paper: Students working either alone or in teams of two must write a 10 page, double spaced, paper addressing some significant issue, challenge or dilemma affecting women or minority entrepreneurs. Sample issues include discrimination, networking, financing, opportunity structures, risk taking, growth, technology, ethnic economies, education and training, and the role of culture and values. Many others exist. The paper is to be an objective, balanced treatment of the issue, with you developing a central thesis or argument and exploring the issues around that thesis. It must be thoroughly researched with proper references.

Midterm Examination	25%
Final Examination	25%
Profile an Entrepreneur (2 or 3-person team)	15%
Research Paper	25%
Class Contribution/Participation	<u>10%</u>
Total	100%

V. Attendance Policy:

Attendance is required. It is not an option. You are allowed two unexcused absences. If you miss more than two times, you will forfeit your class participation grade which is effectively one letter grade (10%) in the course.

VI. Participation Policy:

You are expected to come to class prepared, and play an active role in the discussions that take place during class periods. This means reading all assignments and preparing all cases in advance. The issue is the quality of your contribution more than the quantity.

Participation/contribution includes asking questions, answering questions, agreeing or disagreeing with points made by the instructor or your peers, insights provided regarding the assigned cases, and examples that you bring into class of issues we are discussing.

V. Class Structure:

The course will involve a lecture format with extensive interaction between students and the instructors. The teaching style will mix theory and academic concepts with practical applications. Students will be challenged to grasp a concept or idea, relate it to other concepts, and then apply it in real-world entrepreneurial contexts. In general, case discussions and student presentations will occur on the second meeting of each week. We will have many guest speakers during the course and you will be expected to interact and participate in lively discussions.

VI. Academic Integrity:

All work in this course must be your own individual effort. Where you have a team assignment, the submitted or presented work must be solely that of the team members. Violations of this rule will be considered academic dishonesty and be referred to the Academic Disciplinary Committee. The Spears School of Business has an Academic Integrity Policy emphasizing that honesty, integrity and respect for others are fundamental expectations.

VII. Extra Credit:

There will be one opportunity for extra credit. The Women Entrepreneurs Inspire Conference (WE Inspire) hosted by the Riata Center for Entrepreneurship will take place on Tuesday, March 30 from 8am-5pm at the Cox Convention Center in Oklahoma City. Students wishing to receive extra credit will be expected to attend a minimum of three workshops or keynote speeches. A 2 page comparison of the three workshops/speakers will be due on April 7. The comparison paper will need to include an evaluation of the quality of each speaker's message and determine who best reached their target audience.

VIII. Schedule and Assignments:

We may at times move at a faster or slower pace depending on student grasp of material and the desire to delve deeper in various topics.

Spring 2010 Class Schedule

Week 1	Means
Jan. 11-13	<p>Theoretical Foundation of Entrepreneurship as Empowerment: Understanding the Basics; Defining Minority and Women's Entrepreneurship; Some Key Patterns and Trends</p> <p>Introduction & Course Syllabus</p> <p>Jan. 13 - Choose Groups & Presentation Dates</p> <p>Readings: Smith-Hunter (2003), Chapter 3: "Theories and Conceptual Foundations", <u>Diversity and Entrepreneurship</u>, pp. 41-56.</p> <p>Light and Rosenstein (1995), "Labor Market Disadvantage", in <u>Race, Ethnicity, and Entrepreneurship in Urban America</u>, pp. 149-179</p>
Week 2	Miyasaki
Jan. 18-20	<p>Jan. 18 - Martin Luther King Day (no class)</p> <p>The Roots of the Study of Women's Entrepreneurship</p> <p>Readings: Smith-Hunter (2003), Chapter Two: "Research Field of Women Entrepreneurship", <u>Diversity and Entrepreneurship</u>, pp. 11-39</p> <p>Bird and Brush (2002), "A Gendered Perspective on Organizational Creation, Entrepreneurship Theory and Practice, 26(3): 41-65.</p>
Week 3	Miyasaki
Jan. 25-27	<p>Further Insights on Women's Entrepreneurship</p> <p>Readings: Anna, Chandler, Jansen and Mero (2000), "Women Business Owners in Traditional and Non-traditional Industries," <u>Journal of Business Venturing</u>, 15(3): 279-303.</p> <p>Envick and Langford (1998), "Behavior of Entrepreneurs: A Gender Comparison, <u>Journal of Business and Entrepreneurship</u> 10(1): 106-115.</p> <p>Smith-Hunter (2003), "Conclusions: Critical Issues and New Perspectives", in <u>Diversity and Entrepreneurship</u>, pp. 99-121.</p>
Week 4	Washington
Feb. 1-3	<p>The Roots of the Study of African American Entrepreneurship</p> <p>Readings: Fairlie and Robb (2008), "Racial Disparities in Business Ownership and Outcomes, in <u>Race and Entrepreneurial Success</u> (Chapter 2), pp. 13-48.</p>

	<p>Fairlie and Robb ((2008), “Why are African American-owned Businesses Less Successful,” in <u>Race and Entrepreneurial Success</u> (Chapter 4), pp. 97-143.</p> <p>Feb. 3 - Guest Panel</p>
Week 5	Washington
Feb. 8-10	<p>Further Insights on African American Entrepreneurship</p> <p>Readings: Rasheed and Howard-Vital (2006), <u>Developmental Entrepreneurship Education for Ethnic Minorities: A Cautious Ray of Hope for Instructional Reform</u>, working paper.</p> <p>Rogers, (2006), The Black Quest for Economic Liberty: Legal, Historical, and Related Considerations, <u>Howard Law Journal</u>, pp. 48-94</p> <p>Feb. 10 - Group 1 Presents –African American Women Entrepreneur</p>
Week 6	Means
Feb. 15-17	<p>Understanding Hispanic Entrepreneurship</p> <p>Readings: Tienda and Raijman, (2004), Promoting Hispanic Immigrant Entrepreneurship in Chicago,” <u>Journal of Developmental Entrepreneurship</u>, 9(1): 1-21.</p> <p>Shinnar, Cardon, Eisenman, Zuiker and Lee (2009), Immigrant and U.S. Born Mexican-owned Businesses: Motivations and Management, <u>Journal of Developmental Entrepreneurship</u>, 14(3): 273-296.</p> <p>Feb. 17 - Group 2 Presents –Native Hispanic Entrepreneur</p>
Week 7	Singhal
Feb. 22-24	<p>Other Minorities and Entrepreneurship</p> <p>Readings: Light and Rosenstein1995) “Immigrant Entrepreneurs”, <u>Race, Ethnicity, and Entrepreneurship in Urban America</u>, pp. 181-203</p> <p>Video on American Indian Values and Entrepreneurship</p> <p>Davis-Bird (1997), Fort Peck Entrepreneur: Committed to Keeping Indian Money in Indian Country, <u>Montana Business Quarterly</u>, 17-19.</p> <p>Morris, Schindehutte and Allen (2005), “Homosexuality and Entrepreneurship: Implications of Gay Identity for the Venture Creation Experience,” <u>International Journal of Entrepreneurship and Innovation</u>, 6, 2 (2005), 27-40.</p> <p>Feb. 24 - Group 3 Presents –Native American Entrepreneur</p>

Week 8	Means
Mar. 1-3	Mar. 3 - Group 4 Presents – African American Man Entrepreneur Midterm Review Midterm Exam Mar. 3
Week 9	Means
Mar. 8-10	Opportunities: How They are Recognized and Realized Readings: Waldinger, Aldrich and Ward (1990), Opportunities, Group Characteristics and Strategies, in <u>Ethnic Entrepreneurs</u> , Chapter 1, pp. 13-48. Paul-Dana (2007), “A Comparison of Indigenous and Non-indigenous Enterprise in the Canadian Sub-Arctic.” <u>International Journal of Business Performance Management</u> , 9(3): 278-305. Mar. 10 - Group 5 Presents – Gay/Lesbian Entrepreneur
Week 10	
Mar. 15-21	Spring Break (no class)
Week 11	Means
Mar. 22-24	Are Resources Available and How They are Acquired Reading: John R Becker-Blease, & Jeffrey E Sohl. (2007). Do women-owned businesses have equal access to angel capital? <i>Journal of Business Venturing</i> , 22(4), 503. Additional Reading TBA Mar. 24 - Group 6 Presents –Asian Immigrant Entrepreneur
Week 12	Singhal
Mar. 29-31	Building Networks and Dealing with Stakeholders Reading: Hampton, A., Cooper, S., & McGowan, P. (2009). Female Entrepreneurial Networks and Networking Activity in Technology-based Ventures: An Exploratory Study. <i>International Small Business Journal</i> , 27(2), 193. Susan Bagwell. (2008). Transnational family networks and ethnic minority business development :The case of Vietnamese nail-shops in the UK. <i>International Journal of Entrepreneurial Behavior & Research</i> , 14(6), 377-394. Feb. 3 - Group 7 Presents – White Women Entrepreneur High Growth Industry (March 30-INSPIRE Symposium-Extra Credit Opportunity)

Week 13	Singhal
Apr. 5-7	<p>Strategies, Markets, and Ethnic Economies</p> <p>Reading: Shih, Johanna. <i>Circumventing Discrimination: Gender and Ethnic Strategies in Silicon Valley</i>. Gender Society. 2006. 20: 177-206.</p> <p>Vickie Cox Edmondson. (2008). A preliminary review of competitive reactions in the hip-hop music industry :Black American entrepreneurs in a new industry. <i>Management Research News</i>, 31(9), 637-649.</p> <p>Apr. 7 - Group 8 Presents –Minority Oklahoma Entrepreneur</p>
Week 14	Miyasaki
Apr. 12-14	<p>The Challenges of Growth</p> <p>Reading: “The Dilemma of Growth: Understanding Venture Size Choices of Women Entrepreneurs, Journal of Small Business Management,” Vol. 44, No. 2, April 2006, pp. 221-244.</p> <p>Additional Reading TBA</p>
Week 15	Singhal
Apr. 19-21	<p>Public Policy Needs</p> <p>Readings: Light and Rosenstein (1995), “Rethinking Entrepreneurship,” in <u>Race, Ethnicity, and Entrepreneurship in Urban America</u>, pp. 205-228</p> <p>Bell-Rose, Stephanie and Thomas W. Payzant. “Entrepreneurship Everywhere: The Case for Entrepreneurship Education”. <u>Consortium for Entrepreneurship Education</u>. August 2008.</p> <p>April 21 - Research Paper Due</p>
Week 16	Means
Apr. 26-28	<p>Ten9Eight-Documentary</p> <p>Final Exam Review</p>
Week 17	Means
May 3-7	Final Exam Date TBA