

ENTREPRENEURSHIP PRACTICUM

Summer 2018

6 Weeks

3 Credits

Faculty: Karim Jabbar karim.jabbar@dis.dk

Location: Start-ups in Copenhagen + Feedback sessions in F24-406

Program Director: Susanne Goul Hovmand – Sgh@dis.dk; 33 76 54 30

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Prerequisite: This course can only be taken in combination with the
Innovation and Entrepreneurship in Europe Core Course

**Up to 20 hours of work for the assigned startup per week,
plus regular reflection and feedback sessions**

This internship is designed as a mandatory component of the Business Start-Up in Scandinavia program. Over the course of your 6 week stay in Copenhagen, you will get an opportunity to work closely with a Danish Startup, and to experience first-hand what challenges young companies are struggling with in getting their products and services to market. The internship will both focus on the specific challenges faced by your assigned startup, and its competitors in their respective spaces, but also very much on your own personal journey into the entrepreneurial lifestyle. Furthermore the internship will give you the opportunity to build a network in Denmark, and to transfer some of your learnings and observations to the venture that you are building in the core course.

Over the past several years starting your own company is increasingly seen as a legitimate and viable option available to college students. In most universities and business schools entrepreneurship courses are being developed, and student engagement in the community encouraged. This summer program should be seen as an extension of this global trend.

The appeal of the entrepreneurial lifestyle is very often based on stereotypes and preconceived notions based on success stories, and dreams about the free and creative life, where one is free from self-serving bosses, corporate politics, formal dress codes, constraining cubicles and repetitive tasks. Who wouldn't want to be the next Mark Zuckerberg?

The truth is however that the likelihood of success with a new startup is small, the working hours long, the pay limited, and the insecurity very tangible. Added to this one could say that the startup-culture, which is often put in opposition to the constraining corporate-culture, is not as easy to navigate as it seems.

Virtually everything about the startup environment is different than the corporate environment. Where the corporate model is about efficiencies and execution, the entrepreneurial model is about business model search, constant iteration, and “managed chaos”. One requires a certain kind of resilience and attuned networking skills to excel in this environment. This is an important part of what this internship will expose the students to.

Learning objectives of the internship:

By the end of this internship you will:

- Be familiar with the practical challenges of working in a startup setting
- Have a balanced view of the pros and cons of working in a startup environment vs. a corporate environment
- Have an understanding on the structure of the space that your startup is operating in, its competitive landscape, and changing dynamics
- Be aware of how to add value to your assigned startup by leveraging your academic strengths, your personality, and your personal network
- Have experience working in a startup environment characterized by fluid job descriptions, changing priorities, flat hierarchies, and high requirements on flexibility and engagement
- Have experience with the difficulties in managing time and expectations, negotiating trade-offs, and prioritizing tasks in an ever changing environment
- Know to take on multiple roles and manage a fluid job description
- Be able to reflect on your personal abilities, and your self-efficacy as an entrepreneur

Faculty:

Karim Jabbar holds an M.Sc. in International Business Administration from Copenhagen Business School (2001), and is a certified *Lean Launchpad* Educator (2014). He has held positions as Programme Manager at the Delegation of the European Commission in Cotonou, Benin (2002-2003), Research Assistant at the Danish Institute for International Studies (2001), Managing Director for a travel company with subsidiaries in five African countries (2004-2007), and founder of a company in the travel space (2007-2009). He has lived and worked on four continents, and is currently doing doctoral research in the intersecting areas of Entrepreneurship and Innovation, Computer Supported Cooperative Work, and Human Computer Interaction. With DIS since 2009.

Required texts:

Read, Stuart, et.al. : *Effectual Entrepreneurship*, 2010

Godin, Seth: *The dip: a little book that teaches you when to quit (and when to stick)*, 2007

+ Various articles, which will be posted on Blackboard.

Approach to teaching & expectations of the students:

This internship is made up of time at your assigned start-up (up to 20 hours per week), as well as regular reflection and feedback sessions. The majority of the learning will take place in your interaction with your startup. The reflection and feedback sessions will primarily be to frame the real-life experience. This will be done on two levels: (1) framing the content of your experience through an introduction to the different startups, their competitive landscape and challenges, and (2) framing your personal journey through an introduction to the concepts of “effectual entrepreneurship”, and “entrepreneurial self-efficacy”. Throughout the program there will be status reports and peer-to-peer workshops where you can share your experiences, and give each other advice.

The startups with whom we will be partnering fall in many different categories, both tech, and non-tech. You will be matched based on your interest and profile. There will typically be two-three students assigned to each startup.

You will be required to contribute up to 20 hours per week to the startup, and to manage this time efficiently. Your exact function will be determined on a case by case basis, and in dialogue with the startup. It is important that you are proactive, and take part in determining your tasks, setting expectations, and deciding on the tangible output to be expected at the end of the program. These elements/negotiations should be clearly accounted for in your weekly blog posts. Since startups are not (yet) corporations, you should not expect a set schedule, and guided supervision. These functions are simply put not available at this early stage of company growth. HR departments, and industrial working hours, are NOT what characterize startups. In other words it will be up to you, and your inter-personal skills to forge out a place for yourself in the startup, and to make yourself useful to the best of your abilities. The engagement with the startup will be a combination of physical presence at their office facilities (if applicable), remote collaboration, and possible participation at networking events and sales meetings.

Grading:

	Percentage of final grade
Performance assessment by the company (The grade will be given by the instructor after a talk with the assigned company)	75 %
Detailed Time-log (approved by your company), Blog journal & Personal development paper	25 %

To be eligible for a passing grade in this class you must complete all of the assigned work.

Disability and resource statement:

Any student who has a need for accommodation based on the impact of a disability should contact Academic Support (acadsupp@dis.dk) to coordinate this. In order to receive accommodations, students should inform the instructor of approved DIS accommodations within the first two weeks of classes.

Policies:

Attendance – You are expected to attend all DIS classes when scheduled. If you miss multiple classes the Director of Teaching and Learning, and the Director of Student Affairs will be notified and they will follow-up with you to make sure that all is well. Absences will jeopardize your grade and your standing at DIS. Allowances will be made in cases of illness, but in the case of multiple absences you will need to provide a doctor’s note.

Academic Honesty: Plagiarism and Violating the Rules of an Assignment

DIS expects that students abide by the highest standards of intellectual honesty in all academic work. DIS assumes that all students do their own work and credit all work or thought taken from others. Academic dishonesty will result in a final course grade of “F” and can result in dismissal. The students’ home universities will be notified. DIS reserves the right to request that written student assignments be turned in electronic form for submission to plagiarism detection software. See the *Academic Handbook* for more information, or ask your instructor if you have questions.

Class	Date	Summary	Readings – prior to class	Deadlines
WEEK 1	(Tues) May 22 13.30 - 14.30	Intro to internship		
WEEK 2	(Mon) May 28 12.00- 13.00	Status meeting and presentation of your start-up		Blog entry + Time log
WEEK 3	(Tue) Jun 5 10.30 – 12.00	Peer workshop 1: Effectuation theory (leveraging what you already have, and who you know)	Read, Stuart, et.al. : <i>Effectual Entrepreneurship</i>, 2010	Blog entry + Time log

		+ Peer-to-peer discussion applying this to your practicum		
WEEK 4	(Mon) Jun 11 09.00-10.00	<u>Peer workshop 2:</u> Entrepreneurial Self-Efficacy (self-perception of own skills based on previous experience – Can self-efficacy improve based on positive reinforcement?) + Peer-to-peer discussion applying this to your practicum	Godin, Seth: <i>The dip: a little book that teaches you when to quit (and when to stick)</i> , 2007	Blog entry + Time log
<p>WEEK 5 STUDY TOUR TO HELSINKI & STOCKHOLM</p>				
WEEK 6	(Mon) Jun 25 09.00-10.00	Final status update + Course wrap-up		Personal Development Paper + Final Blog entry + Final time log
<p>END OF COURSE</p>				