

Spring 2014

**Econ 328: INTERNSHIPS IN ENTREPRENEURSHIP**

John Stewart

Department of Economics

University of North Carolina at Chapel Hill

**COURSE MISSION AND SCOPE**

Econ 328 provides you with the opportunity to reflect on your internship and the learning experience that the internship provided. The major portion of your grade will be determined by the internship portfolio which is described in detail below. We may also have a few speakers and sessions to fill in some of the topics covered in the minor in a little more detail.

**PREREQUISITES**

ECON 325 and completion of an approved internship or the consent of the instructors

**COURSE REQUIREMENTS AND EVALUATION:** The course will only meet on an occasional basis however when meeting are scheduled, students are expected to attend and actively participate. I will schedule individual meeting with each student to discuss their internship and the proposed topic of their paper.

**Portfolio:** The portfolio must be submitted in electronic form to the assignments page in Sakai (if there are some materials that cannot be submitted electronically, there may be submitted in hard copy form) and will include the following:

1. A 3 to 5 page written description of the company/organization you worked for and a job description of the work/project they was undertaken for the internship (required). This is due no later than Thursday, **February 6th**. One of the skills you should have developed by this point is succinctly describe and analyze a business/venture. What is the structure and the history of the venture? What are the products/services? Who are the customers? What is the value proposition, the business model? What are the strengths and weakness of the venture?

2. A 15 to 25 page double spaced final paper (required):

- This could be "case" that you developed as part of your internship. The paper does not have to be a case. If you prepared a major work product during your internship such as a market analysis or a strategic plan then you could use that as the basis of your written project. The paper could also be a "reflection" on what you learned in the minor and how you were able to apply that during your internship; how book-learning translates into real world understanding. The final paper is intended to integrate materials from the readings with the intern's own experiences and the work undertaken during the internship. The topic and scope of the paper must be approved by me.

- A 1-2 page prospectus of your paper should be submitted to me no later than Thursday, **February 20th**. At this time you should also submit your job and company description.

- Final drafts of the papers and your complete portfolio will be due **April 6**.

**What to keep in mind as you plan and write your paper:** With this class, you are completing the entrepreneurship minor. You have had a number of classes, listened to a number of speakers, and had a summer internship experience with an entrepreneurial organization. At the very beginning of the course you were told that at its heart, entrepreneurship was a "way of thinking." An entrepreneur looks at the world a little bit differently, seeing problems as opportunities and analyzing them strategically. The whole point of this paper is for you to show us that in approaching what ever challenges you faced in your internship, you can think about them as an entrepreneur. In other words, that you can apply the concepts you have learned in the minor. Your success at doing this will determine your grade on the paper.

3. A written journal (or blog) of the intern's experiences at the internship (required). If you kept a blog during the course of you internship, this part of the requirement is covered. You should make at least one entry per week. You

should think about your experiences on the job and how you can view these in the context of the things you have learned in the minor.

4. You may include other items in your portfolio including, but not limited to:

- A list of outside reading that you did in preparation for your internship.
- Outlines of readings you did that were relevant to your internship.
- Collection of materials related to the internship such as newspaper, journal articles, brochures, etc.
- Any work product you produced during your internship.

All material is due on **April 6, 2014**.

**Class Meetings:**

When we do this class in the fall, we have regular meetings with speakers and additional content. The spring session was added to accommodate students who had conflicts that could not be avoided in the fall. What I would like to do this year is invite the students in Econ 328 to attend some of the sessions of Econ 327 where we will have speakers. The speaker schedule is listed below. If you received participation credit for either the New York program or the TRIG (Research Triangle) or Silicon Valley programs in the summer, you do not need to attend any of the sessions. Otherwise, I would like you to attend at least three of the sessions over the course of the semester. If you have a hard class conflict, you will be excused. A form will be provided to document your attendance at participation events

Econ 327-001 (Commercial) meets Tuesday in GA 308 3:30-5:45. The speakers will be from 3:30 to about 5:00 and you do not need to stay for the rest of the class.

The Campus Y offers a number of workshops on various topics relevant to entrepreneurship. I will post these items as they come up.

I will add participation events to the list as the semester progresses. You may also attend events that you identify yourself so long as the pertain to entrepreneurship.

**Schedule**

Date	Speaker
<b>Econ 327 Speakers</b>	
1/14	<b>George Still, Northwest Venture Partners.</b> <a href="http://www.nvp.com/Team/Partners/George%20Still.aspx">http://www.nvp.com/Team/Partners/George%20Still.aspx</a>
2/18	<b>Allison Wood, Founder and CEO, LCMS Plus, Inc.</b> <a href="http://www.lcmsplus.com">http://www.lcmsplus.com</a>
3/4	<b>Mark Granville, SVP and GM, Connecture</b> <a href="http://www.connecture.com">http://www.connecture.com</a>
4/8	<b>David Jones, General Partner, Bull City Venture Partners</b> <a href="http://www.bcvp.com">http://www.bcvp.com</a>
Other Event (will be added as they are scheduled)	