

AMERICAN JOURNAL OF ENTREPRENEURSHIP

Special Issue: Entrepreneurship Education – Academic Acceptance and Effective Classroom Strategies and Methodologies

December 2016

Editorial Staff

Kirk C. Heriot
Editor

David T. Mitchell
Associate Editor

Sean Russell
Copy Editor

Robert J. Lahm
Creative & Web Developer

A Publication of the Turner College of Business
Columbus State University

In Cooperation with Addleton Academic
Publishers, New York

2016

Guest Editors

James Anthony Swaim

Mark S. Hiatt

Special Issue

**Entrepreneurship Education –
Academic Acceptance and Effective
Classroom Strategies and Methodologies**

December 2016

The *American Journal of Entrepreneurship* is a publication of the Southern Academy of Entrepreneurship, Inc. 4845 Burt Mar Drive, Unit E-1, Columbus, Georgia 31907.

Copies are mailed via the U.S. Postal Service. Copyright © 2016 Southern Academy of Entrepreneurship, Inc.

All rights reserved under International and Pan American Copyright

Conventions. Library of Congress ISSN 2164-9685

For subscriptions or reprints of articles, call (706) 265-0520 or email the Editor:
ajentrepreneurship@gmail.com

The facts, opinions, and conclusions set forth in the articles contained herein are those of the authors and quotations should be so attributed. They do not necessarily represent the views and opinions of the Southern Academy of Entrepreneurship, Inc., nor can the Southern Academy of Entrepreneurship, Inc. assume responsibility for the accuracy or validity of any of the information contained herein.

About the Sponsor



Columbus State University is a state university governed by the Board of Regents of the University System of Georgia. It is located 100 miles southwest of Atlanta in the mid-sized urban city of Columbus on the border of Georgia and Alabama. The university enrolls 8,800 students who come primarily from communities throughout Georgia. The school is also a popular destination for students in neighboring Alabama counties. Over the past decade, aggressive recruitment efforts have increased the number of students hailing from other regions of the United States and foreign countries.

The Turner College of Business and Computer Science enrolls students in undergraduate business and computer science disciplines, as well as an MBA designed for working professionals, an online MBA, a Master of Science in Organizational Leadership, and graduate programs in Computer Science. The online MBA is offered through the Georgia Web MBA program, a consortium of AACSB-accredited schools in Georgia. The college has strong ties to the local community, and provides educational opportunities and economic development assistance to the citizens, businesses and industries located in the region. As an AACSB accredited program with smaller average class sizes, and a dedicated faculty and staff, the Turner College of Business offers one of the best buys in management education in the region.

As part of its commitment to applied research and faculty development, the Turner College of Business and Computer Science is pleased to provide financial support for the *American Journal of Entrepreneurship*.

Instructions to Authors

Format

Manuscripts are to be submitted electronically using MS Word. Manuscripts should be no longer than 35 pages long including abstract, text, tables, illustrations, notes, and works cited. Please consult APA style guidelines for all formatting designs.

Copyright

The copyright of published articles will belong to the Southern Academy of Entrepreneurship, Inc. Authors will be granted permission to reprint or otherwise use portions of their articles published in the Journal upon written request.

Review Process

All articles will be double blind refereed. Authors will receive reviewers' comments and the editors' publishing decision in approximately 60 days.

Submissions

Authors are encouraged to submit articles for future volumes on an on-going basis. All manuscripts should be submitted electronically in MS Word to the journal (ajentrepreneurship@gmail.com).

About Us

Please visit our website www.americanjournalentrepreneurship.org. In keeping with our mission, authors must submit manuscripts that are well supported by the literature. Submitted manuscripts should not exceed 30 double-spaced pages, including tables, figures, and references. Manuscripts are submitted electronically with specific guidelines for accepted papers. No proposed manuscript will be accepted by mail.

More detail is provided on the website. Manuscripts will go through a peer-blind review process that takes approximately 60 days. All manuscripts must be original submissions that have not been published elsewhere and are not under consideration at any other print or on-line journal or magazine.

Sample Copies

Sample copies of previous papers will be available from the Editor electronically if requested.

Call for Reviewers

We invite you to consider serving as a reviewer for the *American Journal of Entrepreneurship*. If you are interested in reviewing, please email the journal (ajentrepreneurship@gmail.com) to express your interest. We welcome this important contribution from anyone with an interest in serving our journal in this capacity.

Advertising

For advertising information, please contact the Editor (Phone: 706-265-0520) or visit the journal's website at www.americanjournalentrepreneurship.org.

American Journal of Entrepreneurship

December 2016 Special Issue: Entrepreneurship Education

TABLE OF CONTENTS

Entrepreneurship Education – Academic Acceptance and Effective Classroom Strategies and Methodologies: Introduction to the Special Issue

James Anthony Swaim
Mark S. Hiatt

SECTION I: Special Issue

The Crossroads of Social Entrepreneurship, Community Engagement, and Learning Communities 1

Lane Perry
Robert J. Lahm, Jr.
Annika Schauer
Zachary Rumble

Developing an Entrepreneurship Major and Minor: One University's Story 23

James Anthony Swaim
Mark S. Hiatt
Robin Cheramie

Crossing Boundaries and Redefining Roles: Humanists as Academic Entrepreneurs 40

Anirban Ray
Colleen Reilly
Jeremy Tirrell

SECTION II: Research

Corruption, Turnaround, and Economic Growth: Recovering the Societal Infrastructure of Entrepreneurship 62

William A. Andrews

Building Forecasting Models for Restaurant Owners and Managers: A Case Study 84

Caroliniana S. Padgett
Marie DeVincenzo
Johnathan Munn
Hari K Rajagopalan