



Course Outline

Marketing and International Business
School of Business & Economics
IBUS 4540 - **3.00** - Academic

Global Entrepreneurship

Rationale

Calendar description, Course Topics, Learning Outcomes, Course books, Student evaluation

Calendar Description

Students explore entrepreneurship in a global setting. The course provides an introduction to the opportunities and challenges of entrepreneurship from an international perspective. The course focuses on the need for every entrepreneur and innovator to understand the global market in today's hypercompetitive world. Topics will include globalization and the international environment; definition and importance of international entrepreneurship; culture and international entrepreneurship; developing a global business plan; selecting international business opportunities; international legal concerns; alternative entry strategies; global monetary system; global marketing and research and development; global human resource management; and implementing and managing a global entrepreneurial strategy.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Outline the importance of international entrepreneurship.
2. Scan the environment for international business opportunities.
3. Identify the impact of culture on international entrepreneurship.

4. Develop a global business plan.
5. Analyze international business opportunities and determine the readiness of a business organization to enter global markets.
6. Identify international legal and ethical concerns, including political risk, regulations, intellectual property, patents, trademarks, copyrights, licensing, and contracts.
7. Recommend international entry strategies, including the timing and scale of market entry.
8. Discuss the importance of international trade finance, including foreign exchange and the global capital market.
9. Create an international marketing strategy which includes a role for research and development.
10. Recommend international organization structures and human resource management plans.
10. Recommend international organization structures and human resource management plans.
11. Identify best practices for implementing and managing a global entrepreneurial strategy.

Prerequisites

IBUS 3510-International Business with a minimum C- or equivalent

Co-Requisites

Recommended Requisites

Exclusion Requisites

BBUS 4540

Texts/Materials

Textbooks

1. **Required** Robert D. Hirsich. *International Entrepreneurship - Starting, Developing, and Managing a Global Venture*, 3rd Edition ed. Sage, 2015
2. **Required** Shaker A. Zahra and Gerard George. *International entrepreneurship: The current status of the field and future research agenda* Oxford: Blackwell

Student Evaluation

The Course grade is based on the following course evaluations.

Term tests 20-30%

Quizzes 0-15%

Participation/attendance 0-10%

Case studies/research projects/assignments 15-20%

Major project 25-30% Final

exam 20-30%

Midterm and final exams must not make up more than 70% of evaluation, and also the group work(s) must not make up more than 50%.

Course Topics

1. Globalization and the international environment

- Strategic effects of going global
 - Strategic issues
 - Opportunities and barriers to international trade
 - Influence of the external environment on international entrepreneurship
2. Definition and importance of international entrepreneurship
 - Definition and domain of international entrepreneurship
 - Dimensions of international entrepreneurship
 - Organizational factors influencing international entrepreneurship
 - International versus domestic entrepreneurship
 - Motivations to go global
 3. Cultures and international entrepreneurship
 - Nature of culture
 - Seven cultural determinants
 - Cultural dimensions and leadership
 - Traits of an international entrepreneur
 4. Developing the global business plan
 - Opportunity analysis plan
 - Purpose and aspects of a global business plan
 - Do's and don'ts of the global business plan
 - Sample global business plan
 5. Selecting international business opportunities
 - Foreign market selection model
 - Developing foreign market indicators
 - Primary versus secondary foreign market data
 - Sources of country market data
 - Competitive positioning
 - International competitive information
 6. International legal concerns
 - Political activity & political risk
 - Legal considerations and regulations
 - Intellectual property and organizational form
 - Patents, trademarks, copyright & trade secrets
 - Licensing
 - Contracts
 - Business ethics in a global setting
 7. Alternative entry strategies
 - Formulating the global strategy
 - Timing, scale and modes of market entry
 - Entrepreneurial partnering
 - Born global firms and non-equity based alliances
 8. The global monetary system and entrepreneurship
 - Foreign exchange and foreign exchange market
 - Nature of the foreign exchange market
 - Foreign exchange rate fluctuations
 - The global capital market
 - Foreign exchange and global entrepreneurship

Trade financing

9. Global marketing and R&D

- Technological environment
- Product policy and total quality
- International research and development
- Developing the global marketing mix

10. Global human resource management

- Motivation across cultures
- The global mindsetSources and types of human capital
- Selection criteria & selection procedures
- Compensation policies
- The hiring process

11. Implementing and managing a global entrepreneurial strategy

- Global strategic planning
- Global organizational structure
- Authority and global decisions
- Controlling the global venture
- Managing chaos

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20