

INTERNATIONAL ENTREPRENEURSHIP
ENT 6930
Spring 2017

INSTRUCTOR:

John Kraft
Bryan Hall Room 218
352-294-3511 or John.Kraft@warrington.ufl.edu

OFFICE HOURS:

9:15 a.m. – 10:00 a.m.

TECHNOLOGY SUPPORT:

Technology Assistance Center
352-273-0248 or tac@warrington.ufl.edu

COURSE DESCRIPTION:

This course deals with the international entrepreneurship from the perspective of the firm and entrepreneurial managers operating in an international environment. International entrepreneurship is the intersection of entrepreneurship, international business, and strategy. The objective of the course is to provide students with a fundamental knowledge of the theory and application of global entrepreneurship. The course is designed to assist participants in:

1. Learning about the impact on entrepreneurial firms in a global environment.
2. Applying concepts and techniques to entrepreneurs in global business.
3. Working as a management team on problems facing entrepreneurs in global markets.

All assignments are to be submitted through the course website using Canvas on or before the due date.

TEXT

- Charles Hill and Thomas Hult, Global Business Today, 9th edition, McGraw Hill Irwin, 2016 (HH). (Electronic E-Book)

To understand strategy on an everyday basis, you should consider the Wall Street Journal. The WSJ bundle (print, mobile, and online) is \$15 for 15 weeks at www.wsj.com/studentoffer

CASE (individual) 8 points

Read each case and answer the assigned questions (maximum of two pages).

CRITICAL THINKING DISCUSSION QUESTIONS (individual) 8 points

SIMULATION (individual) 8 points

Each student will participate in a simulation (see end of syllabus) 8 points

COUNTRY REPORT (individual) 16 points

You are an entrepreneur located in Iceland and you have developed a wind turbine system for the generation of electricity. Your competitive advantage is based on new blade and gear box design. Your challenge is to determine where to produce the product and which countries present the best market opportunity for your product. Given the market size of Iceland, you are a “born global” company. You must analyze the attractiveness of several country locations as potential markets given political, legal, and economic risks. You must also determine the potential market for your product given market factors and other competitors (GE, Siemens, Vestas, Suzlon, Gamesa, etc.).

- Each participant will pick a country and develop a country report which focuses on the political economy of the country. Country must be approved.
- The report is limited to ten pages and must discuss the political, social, legal, and economic system of the chosen country.
- Identify economic, social, political, and legal risks in doing business in the country.
- The report is designed to provide information to an entrepreneurial company seeking to enter a country or an opportunity to start a new company within the country.
- Paper must conclude with an assessment of the potential to do business in the chosen country including discussion of production, sales, and entry mode.
- Reference sources must be included at the end of the report.
- The paper will be graded based on content, analysis, conclusions, and references.
- You will be graded based on content analysis, and clarity of the recommendation.
- Pick a Country

Country Choices: Finland, Turkey, United Arab Emirates, Nigeria, Malaysia, India, Canada, or Brazil

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FORMATTING:

Margins: 1 inch margins all around
Spacing: 1.5

Font: Times New Roman or Arial
Font Size: 11 or 12

REFERENCES:

Students can use APA Style for their references (optional). Examples can be found on the link below:

<http://owl.english.purdue.edu/workshops/hypertext/apa/parts/references.html>

ACADEMIC HONESTY:

University policy requires that I remind you of the common sense values embodied in the University Honor Code. I assume that you are all familiar with the policy on academic honesty as stated on the following web page: http://www.reg.ufl.edu/01-02-catalog/student_life/. The following pledge will be assumed in regard to all examinations: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

STUDENTS WITH PHYSICAL OR LEARNING DISABILITIES:

Students requesting note-taking services or a testing accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then bring it to me when requesting accommodation. I am happy to provide whatever accommodations are prescribed.

ASSIGNMENTS: All assignments must be submitted on Canvas on the assigned due date.

GRADING:	Case (1)	8
	Country Report (1)	16
	Simulation	8
	Critical Thinking Questions (1)	<u>8</u>
		40

The total points possible (4) or individual assignment points are converted to percentages as shown below

The assignment grades in the course are based on a GPA scale (not a % scale).

A = 4.0
A- = 3.6
B+ = 3.3
B = 3.0
B- = 2.6
C+ = 2.3
C = 2.0
C- = 1.6
D+ = 1.3
D = 1.0
D- = 0.7
F = 0.0

Letter Grade	Percentage Range	Total Points
A	100% to 95%	40-38
A-	95% to 86.25%	38-34.5
B+	86.25% to 78.75%	34.5-31.5
B	78.75% to 70%	31.5-28
B-	70% to 61.25%	28-24.5
C+	61.25% to 53.75%	24.5-21.5
C	53.75% to 45%	21.5-18
C-	45% to 36.25%	18-14.5
D+	36.25% to 28.75%	14.5-11.5
D	28.75% to 20%	11.5-8
D-	20% to 11.25%	8-4.5
F	11.25% to 0%	4.5-0

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Segment 1 – Globalization – March 12, 2017

Read: HH – Ch. 1

Part 1:

Film: A World without Borders

- Readings:**
- a. Target Axes Struggling Canadian Business, Financial Times, 1/15/15
 - b. Honda Makes History as Car Exports from U.S. Beat Imports from Japan, Los Angeles Times, 1/12/14
 - c. So You Want to Be An Entrepreneur?

Part 2:

Case: Medical Tourism and the Globalization of Healthcare

- Readings:**
- a. U.S. Farmers Making Hay with Alfalfa Exports to China, Los Angeles Times, 6/9/14
 - b. Confused? Break Down the Brexit Vote For You, Los Angeles Times, 6/25/16
 - c. Global Entrepreneur – Isenberg

Segment 2 – Political Economy – March 15, 2017

Read: HH – Ch. 2, 3

March 17, 2015 – Round 1 due at 5:00 p.m.

Part 1:

Film: Three Billion Capitalists

- Readings:**
- a. Airlines Grounded Venezuela in Malaise, Financial Times, 5/20/14
 - b. Macro Environment Influences Makes Market Attractiveness, HH pg.55.
 - c. WTO warns of Creeing Portectionism, Financial Times, 6/18/14
 - d. Forty Years After Fall of Saigon, Entrepreneurs Return to Vietnam, Wall Street Journal, 4/29/15

Part 2:

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- Readings:**
- a. Emerging Property Rights in China, HH pg.70
 - b. Mobile Marvels
 - c. India needs Robust Legal Framework in order to Advance, Financial Times, 1/13/2011

Part 3:

Case: India's Economic Transformation

- Readings:**
- a. Aging Labor Force Weighing Down Global Growth Outlook, Wall Street Journal, 4/7/15
 - b. Japan Grapples with lack of Entrepreneurs, Financial Times, 6/12/13

Segment 3 – Cross Culture – March 19, 2017

Read: HH – Ch. 4

March 22, 2017 - Case Analysis –. due at 11:00 p.m. (opens 3/18/17 at 1:00 a.m.)

March 24, 2017 – Round 2 due at 5:00 p.m.

Part 1:

Film: McDonalds

- Reading:**
- a. Tata Unveils- First All Female Outsourcing Center in Saudi Arabia, Financial Times, 9/24/13
 - b. Cultural Clash Harms Offshoring Bloomberg, 7/16/06
 - c. Saudi Arabia Switches Its Weekend, Pleasing Businesses, Wall Street Journal, 6/23/13

Part 2:

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- Reading:**
- a. The Importance of Sex, Economist 4/12/06
 - b. Seeing Women as Key to Economy, Japan's Leader Names 5 to Cabinet, New York Times, 9/3/14
 - c. Sub Culture of Entrepreneurship Hatches in Japan. Los Angeles Times, 3/129/15

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Segment 4 – Trade and Integration – March 26, 2017

Read: HH – Ch. 7, 9

March 31, 2017 – Round 3 due at 5:00 p.m.

Part 1:

Film: India

Case: Sugar Subsidies Drive Candy Makers Abroad, HH pg. 195

Reading: a. Big US Airlines, 2/5/15

Part 2:

Reading: a. Chinese Subsidize Auto Exports, HH Pg. 198
b. Trade Barriers and Firm Strategy, HH Pg. 216
c. Starbucks Bring its Culture to Vietnam, Wall Street Journal, 5/1/2013
d. Central Europe Must seek its own Invention Model, Financial Times, 5/28/13
e. China Takes Aim at France with EU Wine Exports, Financial Times, 6/5/13

Part 3:

Reading: a. US Tariff on Chinese Solar Panels Benefit Malaysia.
b. Why Auto Makers Are Building New Factories in Mexico, not U.S., Wall Street Journal, 3/17/15
c. Albania Becomes Official Candidate to join EU, Wall Street Journal, 6/24/14

Part 4:

Reading: a. Why You May See More Goods Labeled “Made in Vietnam”, Wall Street Journal, 10/18/15
b. Brexit long-term Economic Waves, Financial Times, 6/24/15

Segment 5 – Foreign Direct Investment and Finance – April 2, 2017

Read: HH – Ch. 8, 10

April 2, 2017 – Venture Finance Plan due at 5:00 p.m.

April 5, 2017 - Critical Thinking due at 11:00 p.m. (opens April 1 at 1:00 a.m.)

April 7, 2017 - Round 4 due at 5:00 p.m.

Part 1:

Case: Foreign Retailers in India, HH pg. 248

Reading: a. India Eases Curbs on Foreign Direct Investment to Boost Growth, Financial Times, 7/16/13
b. Will Burger King get Burned by Canada Move, USA Today, 8/27/14

Part 2:

Case: Volkeswagon and Russia

Reading: a. Walmart Thwarted by India’s Retail Restrictions, Los Angeles, 7/23/15

Case: Embraer and Brazilian Real HH pg. 285

Reading: a. Entrepreneur Path to Global Expansion, - Kuemmerle

Part 3:

Reading: a. Rising Euro Hammers Manufacturers of Auto Parts.

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Segment 6 – Exporting and Global Supply Chain – April 9, 2017

Read: HH – Ch. 14, 15

April 14, 2017 – Round 5 due at 5:00 p.m.

Part 1:

Case: FCX – HH Pg.400

Reading: International Students Stream on US Colleges, Wall Street Journal, 3/24/15

Part 2:

Case: Two Men and a Truck

Reading: 1. GE Moves Manufacturing from China, HH, pg.432
a. Global Heroes
b. Ports Gridlock Reshapes – The Supply Chain, Wall Street Journal, 3/5/15

Segment 7 – Marketing and Human Resources – April 16, 2017

Read: HH – Ch. 16, 17

April 19, 2017 – Country Report due at 11:00 p.m.

April 21, 2017 – Round 6 due at 5:00 p.m

Part 1:

Film: Cretors

Case: Dominos Pizza, HH, pg.482

Note: Levi Goes Local, HH, pg. 470

Reading: Snacking Has Gone Seriously Global, USA Today, 9/29/14

Part 2:

Note: McDonald Corporation, HH, pg. 503

Reading: a) Immigration Cap Drags on U.S. Manufacturing, Financial Times, 2/11/13
b) After Stints Abroad, Re-entry Can Be Hard, Wall Street Journal, 9/17/13
c) Visa Demand for Highly Skilled Foreigners' is Likely to prompt Lottery, Wall Street Journal, 4/1/15

Simulation by Marketplace

Simulation Performance (8 points)

You will participate in a business simulation entitled, Conscious Capitalism by Marketplace. You will make decisions for six competitive rounds. You must also complete the Business Plan overview and board presentation to shareholders. Your simulation performance grade will be assigned based on your balanced score card performance for rounds 4, 5, and 6 (up to 2 pts each) as well as an overall score for those rounds (up to 2 pts), for a total of 8 points. The overall score will be based on your cumulative balanced scorecard for quarters 4 through 6. Your team will consist of 1 person (**yourself**) and the grade will be determined by its relative ranking on the CBS compared to the other firms in its industry.

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Students should review Marketplace Simulation Readings and Materials before attempting simulation. See demo at: <http://www.marketplace-simulation.com/introduction-to-business-and-strategy-demo> .

Business Plan Overview (0 points) (prepared in Quarter 4) (Venture Capital Fair) ---Required---
(Submit online in Canvas)

Format: This is a written document; two page maximum

The Business Plan presentation should include the following components:

1. Executive Summary
2. Assessment of current situation and the market
 - A. Customers
 - B. Competition
 - C. Company's strengths and weaknesses
 - D. Major problems/opportunities to be dealt with in next 3 quarters
3. Strategy and key tactics for the next 3 quarters in business (What will it take to get ahead or stay ahead?)
 - A. Marketing Strategy
 - B. Manufacturing Strategy
 - C. Sales Channel Strategy
 - D. Human Resource Strategy
 - E. Financial Strategy