

GEB 4930 International Entrepreneurship
Syllabus and Course Calendar
Module 3
Spring Term 2010
Warrington College of Business Administration
University of Florida

GENERAL INFORMATION

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Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the timeframes for completing its assignments and activities.

COURSE DESCRIPTION

International Entrepreneurship is a survey course examining the key elements of the international entrepreneurial venture. Our learning perspective will be that of the global entrepreneur – one whose business is “born global,” and who may capitalize upon resources from anywhere in the world, while facing global competition and other uncertainties at any time.

Specific topics the course will cover include: motivations to go global; traits of international entrepreneurs; business opportunity identification and assessment; opportunities and barriers to international trade; cultures and international entrepreneurship; strategic alliances; developing the global business plan and managing global expansion; foreign market selection models; international legal concerns; and global family businesses.

COURSE OBJECTIVES

In this course we will examine how entrepreneurs create and manage emerging ventures in other countries, and create and manage start-ups or emerging ventures which are global in at least one important aspect.

Upon completion of this course, students will:

- Understand the vision of, and opportunities inherent in, international business ventures.
- Have a keener awareness of the obstacles, challenges, and dilemmas inherent in international business ventures.
- Be equipped with tools, concepts, insights, and skills necessary to assist them in successfully overcoming the obstacles and challenges of international entrepreneurship.

MAJOR & CURRICULUM OBJECTIVES TARGETED

The international entrepreneurship course is a general management course in the sense that the case analyses, skill building exercises, and classroom discussions draw upon and integrate multidisciplinary skills, concepts, and insights from many areas, including marketing, operations, finance, control, decision-making, leadership, ethics, governance, and negotiation.

In addition to the course objectives detailed above, this course will address general business education learning objectives, including: communications ability; use of information technology; globalization context for business; critical thinking; analytic skills; and ethical reasoning abilities.

TEXTBOOK

International Entrepreneurship
Robert D. Hisrich
Sage Publications
<http://www.sagepub.com>
ISBN: 9781412957984

International
Entrepreneurship

STARTING,
DEVELOPING,
AND
MANAGING
A GLOBAL VENTURE

Robert D. Hisrich

TEACHING METHODOLOGY

This course will proceed primarily through critical analysis of the text, cases, and other article readings that have been assigned for the course. Thus, it is imperative that you have read these materials IN ADVANCE and are well prepared to work with these concepts in your course projects and presentations.

Each student will be a member of a team of students throughout the semester who will work together to develop a group case analysis and presentation project during the term. Each team will develop a PowerPoint presentation of an assigned case to be presented to the class and posted to the course Blackboard site, as well as answer accompanying assigned discussion questions about the case - also to be posted for the class. Additional instructions on how to prepare an effective case analysis and presentation will be discussed in class and posted to the class Blackboard site.

Each student team will also prepare a "Born Global" business start-up concept paper. These will be brief summary reports, based on the international entrepreneurship concepts introduced in this course - not full-blown business plans - and will also be posted to the course Blackboard site for other members of the class to review. Additional instructions for the concept papers will be discussed in class.

COURSE PREREQUISITES

Please make sure that you have completed all prerequisites, as required by your particular program of study, before taking this course. If you are unsure, please consult with your academic advisor.

COMMUNICATING WITH THE INSTRUCTOR

For fastest response, please contact the professor directly via phone or email at clarkel@ufl.edu

GRADING

Course Requirements	Weights
ACTIVE participation in classroom discussions, case presentations and other group work, along with peer evaluations of team performance.	15%
“Born Global” Business Start-up Concept Paper	30%
Group Case Analysis & Presentation	25%
Final Exam	30%
Total	100%

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	95-100%	B-	80 - 83%	D+	67 - 69%
A-	90 - 94%	C+	77 - 79%	D	64 - 66%
B+	87 - 89%	C	74 - 76%	D-	60 - 63%
B	84 - 86%	C-	70 - 73%	F	< 60%

POLICIES AND PROCEDURES

As a college, we care about and enforce the university's policies and procedures as they are important to the quality of the education we are providing to you. Details on UF policies can be found at the university website:

www.ufl.edu

UF LIBRARY SUPPORT

The UF library provides a number of services to on-campus and distance learning students. For example, students can request detailed instructions on how to access library resources by seeking assistance from the librarians online at

www.uflib.ufl.edu/ask

You can visit the UF Library at: www.ufl.edu/libraries

TESTS

Each student will take an individual comprehensive final exam at the end of the term. This test will be taken as per the schedule in the official college examination calendar. The exam will cover chapters from the Hisrich text, and class lectures and cases presented in class prior to the date of the test.

CLASS BLACKBOARD SITE

Please contact the professor directly if you have any questions or concerns regarding the use of the class Blackboard site.

DISCUSSION

Students are encouraged to use the general discussion forum at the course Blackboard site, as well as their teams' private discussion forums to communicate with each other outside of class. The professor will post general information on the main discussion forum, as well as team specific information on the private group forums from time to time. If you want to communicate with the professor, or have a question, please ONLY use the professor's email address clarkel@ufl.edu, or call her at 202-421-5568. Please do not post questions for the professor on the general or private discussion forums. This policy is in order to provide the fastest turnaround possible in answering your questions individually and specifically.

ASSIGNMENTS

Individual and team-based assignments: Due dates for all assignments are listed in the course calendar below.

RESEARCH PAPER

Since this is a 2 credit hour, 8 week module course, the briefer "Born Global" business start-up concept paper will serve in lieu of a formal research paper requirement for this course, however, students are expected to fully research their respective business ideas, as well as companies and/or industries for the team case project presentation & analysis assignment.

The "Born Global" business start-up concept paper will be a term-long project to be completed by each team (one concept paper per team). As stated above, this is not a full-blown business plan, but rather an initial concept paper which includes an overview of the following areas:

A description of the proposed venture and its industry, the entrepreneur(s), the structure of its board of advisors, top management team, the market potential and the business model to be employed. These and other aspects of the concept paper project will be discussed in detail in class.

EXPECTATIONS OF THIS COURSE

This is a traditional format course. Nonetheless, a substantial portion of the materials, peer discussions, and review materials will be posted or conducted online, through the class Blackboard site, and through interactions online generally with your classmates, and especially your team members.

Expectations for performance and collegial behavior in the online portion of the course are the same as for the more traditional aspects of the course; indeed, courses with substantial online components require a degree of self-motivation, self-discipline, and technology skills that can make them more demanding for some students.

You will be expected to interact online with the professor and your fellow students; to do assignments; to meet deadlines; and in some assignments, to work in groups when away from the classroom. If you are unsure about any of the above, please ask the professor directly at clarkel@ufl.edu or by phone at 202-421-5568.

COURSE CALENDAR

Module 3	Topic
Week 1: Jan 4, 6	<p><u>First Class - Monday January 4</u></p> <p>Introduction: Students choose teams for group case assignments. Teams should consist of no more than five students per team. If you'd like to start organizing yourself into teams before the first class, you may use the class Blackboard site general discussion forum to start the process, and then come up with a name for your team, and include it in the posting. Team private discussion forums will be set up from these rosters, so please make sure they are complete and accurate before you post them.</p> <p>Teams will then come up with a list of their top two or three case assignment preferences (from the Hisrich case book) as the ones they would like to work on for the team case project. Once you have the list of preferences agreed upon, please have the team leader post this list to its specially designated section of the Blackboard discussion forum. We will endeavor to assign each team their highest preference, on a first-come</p>

	<p>shortly thereafter to each team's private discussion forum.</p> <p>Reading assignment for next class meeting: Hisrich text, Chapters 1 & 2.</p> <p>Note: As posted in the remainder of this course schedule, ALL students should read each of the cases assigned to the various teams prior to their presentations of these to the class. (See list of assigned cases to be posted to the specially designated section of the Discussion Forum section of the class Blackboard site after first class session).</p> <p>Other homework assignments: Students may begin work with their teams on the case project assignment.</p> <p><u>Second Class – Wednesday January 6</u></p> <p>Class lecture and discussion: Importance of International Entrepreneurship; Globalization and the International Environment.</p> <p>Reading assignment for next class: Hisrich text, Chapters 3 & 4.</p>
<p>Week 2: Jan 11, 13</p>	<p><u>Third Class – Monday January 11</u></p> <p>Class lecture and discussion: Cultures and International Entrepreneurship; Developing the Global Business Plan.</p> <p>Reading Assignment for next class: Case assigned to Team 1 for presentation on Jan 13 – see schedule of assigned team cases on class Blackboard site (under Discussion Forum).</p> <p><u>Fourth Class – Wednesday January 13</u></p> <p>Team 1 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class Blackboard site - under specially designated section of the Discussion Forum).</p> <p>Reading assignment for next class: Case assigned to Team 2 for presentation on Jan 20 – see schedule of assigned team cases on class Blackboard site (under Discussion Forum).</p>
<p>Week 3: Jan 18, 20</p>	<p>Note: There is NO CLASS on Monday January 18 due to the State MLK holiday, university closed.</p> <p><u>Fifth Class – Wednesday January 20</u></p> <p>Team 2 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class Blackboard site - under specially designated</p>

	<p>section of the Discussion Forum)</p> <p>Reading assignment for next class: Hisrich text, Chapters 5 & 6.</p>
<p>Week 4: Jan. 25, 27</p>	<p><u>Sixth Class – Monday January 25</u></p> <p>Class lecture and discussion: Selecting International Business Opportunities; International Legal Concerns.</p> <p>Reading assignment for next class: Case assigned to Team 3 for presentation on Jan 27 – see schedule of assigned team cases on class Blackboard site (under Discussion Forum).</p> <p><u>Seventh Class – Wednesday January 27</u></p> <p>Team 3 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class Blackboard site - under specially designated section of the Discussion Forum).</p> <p>Reading assignment for next class: Hisrich text, Chapter 7.</p>
<p>Week 5: Feb. 1, 3</p>	<p><u>Eighth Class – Monday February 1</u></p> <p>Class lecture and discussion: Alternative Entry Strategies.</p> <p>Reading assignment for next class: Case assigned to Team 4 for presentation on Feb. 3 – see schedule of assigned team cases on class Blackboard site (under Discussion Forum).</p> <p><u>Ninth Class – Wednesday February 3</u></p> <p>Team 4 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class Blackboard site - under specially designated section of the Discussion Forum).</p> <p>Reading assignment for next class: Hisrich text, Chapter 8.</p>

<p>Week 6: Feb. 8, 10</p>	<p><u>Tenth Class – Monday February 8</u></p> <p>Class lecture and discussion: The Global Monetary System.</p> <p>Reading assignment for next class: Case assigned to Team 5 for presentation on Feb. 10 – see schedule of assigned team cases on class Blackboard site (under Discussion Forum).</p> <p><u>Eleventh Class – Wednesday February 10</u></p> <p>Team 5 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class Blackboard site - under specially designated section of the Discussion Forum).</p> <p>Reading assignment for next class: Hisrich text, Chapters 9 & 10.</p>
<p>Week 7: Feb. 15,17</p>	<p><u>Twelfth Class – Monday February 15</u></p> <p>Class lecture and discussion: Global Marketing and R&D; Global Human Resource Management.</p> <p>Reading assignment for next class: Case assigned to Team 6 for presentation on Feb. 17 – see schedule of assigned team cases on class Blackboard site (under Discussion Forum).</p> <p><u>Thirteenth Class – Wednesday February 17</u></p> <p>Team 6 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class Blackboard site - under specially designated section of the Discussion Forum).</p> <p>Reading assignment for next class: Hisrich text, Chapters 11 & 12.</p>
<p>Week 8: Feb. 22, 24</p>	<p><u>Fourteenth Class – Monday February 22</u></p> <p>Class lecture and discussion: Implementing and Managing a Global Entrepreneurial Strategy; Global Family Business.</p> <p>Reading assignment for next class: Case assigned to Team 7 for presentation on Feb. 24 – see schedule of assigned team cases on class Blackboard site (under Discussion Forum).</p> <p>Additional assignment for next class: students should begin reviewing all readings in</p>

Fifteenth Class – Wednesday February 24

Team 7 Case Presentation and Discussion: (As assigned first class session - see also schedule of assigned team cases on class Blackboard site - under specially designated section of the Discussion Forum).

All team “Born Global” business start-up concept papers due. (Each team should also post an electronic copy of their paper to the specially designated section of the Discussion Forum of the class Blackboard site).

Course Wrap-up and Review for Final Exam – Note: the final exam for the course will be given as per the official college exam schedule for Module 3.
