International Entrepreneurship

**San Diego State University**

**Fowler College of Business**

**Martina Musteen, PhD**

# Course Overview

Starting and managing a new business is a risky albeit potentially rewarding undertaking. The complexity and challenges (as well as the potential payoffs) facing entrepreneurs and business managers vary across different countries and are even greater when their business ventures are international in scope. This course addresses the issues specific to international venturing including search and identification of opportunities in foreign markets (especially emerging and developing economies), logistics of international business expansion, cross-cultural business communication, international sourcing, international deal-making and networking. This course is an elective for a number of undergraduate programs and majors.

# Program and Course Student Learning Outcomes

## **BSBA Program Goals**

1. BSBA students will graduate being:
2. Effective Communicators
3. Critical Thinkers
4. Able to Analyze Ethical Problems
5. Global in their perspective
6. Knowledgeable about the essentials of business

MGT 355 contributes to these goals through its student learning outcomes (SLOs). After taking this class, students should be able to:

1. Analyze the conditions for entrepreneurship in various countries
2. Identify possible sources and characteristics of viable business opportunities in the international context
3. Describe the unique features of opportunities in emerging markets
4. Assess feasibility of an international business idea
5. Describe the basic elements of exporting/importing
6. Develop alternative business concepts for pursuing viable opportunities in the global environment
7. Analyze how different countries require different strategies

# Global Learning Outcomes

This course is designated as a Global Learning Course. It features global learning through glocal engagements, a minimum of 15 hours engaged in global learning experiences and at least 15% of the course grade directly related to the global learning component. Through assignments such as the Global Game Project, reflection, lectures and interaction with guest speakers, the students engage global learning by being able to:

* Examine relationships between language, culture, history, and power as relevant to international entrepreneurship
* Articulate career skills developed in analyzing risk and difficulty of doing business abroad
* Learn about and respond to the world business environment as a global issue that transcends national political borders

# Course Structure and Conduct

SDSU students are expected to abide by the terms of the [Student Conduct Code](https://newscenter.sdsu.edu/student_affairs/srr/conduct.aspx) in classrooms and other instructional settings. Violation of these standards will result in referral to appropriate campus authorities.

* No use of cell phones during class please
* All assignments are to be turned in on Canvas

## **Class Participation**

The modality of this class is **in-person**. That means that students are required to be present and participate actively during class sessions. Class participation consists of active participation in class discussions, exercises and lectures as well as in group assignments. NOTE: In compliance with the SDSU policy, instruction will be virtual during the first two weeks of the semester. There may be also other occasional virtual classes to accommodate guest speakers and/or deliver short group presentations. These will be announced in class and on Canvas. The zoom link for these classes is provided at the top of the syllabus. Students are required to attend and have their webcam on.

## **Global Game Project (GGP)**

* The Global Game project (GGP) is a semester-long project in which students are assigned to a team that is tasked to identify an international business opportunity and develop a **Lean Foreign Market Entry Action Plan** (LMEAP) for pursuing such an opportunity.
* The goal of the project is for the students to experience first-hand and learn about the following aspects of international entrepreneurship:
	+ International opportunity search
	+ Country and market research
	+ Considering various forms of international partnership agreements
	+ Developing Lean Foreign Entry Market Action plan
	+ Assumptions Testing
	+ Dealing with cultural differences
	+ Pitching venture ideas to others
	+ Effectively handling uncertainty and unpredictability
* Students present the findings of the project in a written **Lean Foreign Market Entry Action Plan** (LMEAP) as well as in a virtual presentation at the end of the semester. There will be also 2 formal status updates on the project:
	+ **Group Project Update #1**. A representative of each group will provide ideas on the international business opportunity to be pursued for the GGP projects. The main purpose is to receive constructive feedback from the class & the instructor. (This update will be in *virtual* modality)
	+ **Group Project Update #2**. A representative of each group will provide a summary on the status of the project, any pivots that may have occurred as a result of the feedback and/or new information obtained through research and/or individual interviews.
* Note: Detailed guidelines and instructions for the GGP projects are posted on Canvas.

## **Global Game Project (GGP) – *Individual Informant Interview***

* This assignment should be conducted in conjunction with the group GGP project. That is, as a part of testing assumptions and learning about the suitability of the product/service for the intended market, **each** student must network to **identify** and **individually interview** (in person or virtually) at least one individual with extensive experience (preferably a native) from the **selected country.**
* The goal of the project is three-fold:
	+ Inform the development of the Lean Market Entry Action Plan.
	+ Apply knowledge about international networking in practice
	+ Obtain and critically analyze primary data and report findings in a written form
* **Note**: Detailed guidelines and instructions for the GGP projects are posted on Canvas.

## **Global Game Project (GGP) – *Peer Evaluation***

* Each student will have the chance to evaluate the individual contributions of his/her team members to the GGP in the middle and at the end of semester in a formal peer evaluation
* Both quantitative scores and qualitative comments on the peer evaluation will be taken into account in grading

## **Global Game Project (GGP) – *Oral Presentation***

Each student will have the chance to take part in the final presentation of the GGP project scheduled at the end of the semester. Evaluation will be based on the rubric posted on Canvas.

## **Exams: Midterm & Final**

* There will be two exams given during the course of the semester – the first will be given close to the middle of the semester and the second at the end of the semester during the final examination period (as set by the [SDSU Final Exam schedule](https://registrar.sdsu.edu/calendars/final_exam_schedule/fall-2021-final-exam-schedule)). The exams will be comprehensive and comprised of multiple choice and true-or-false relating to the material covered in the text as well as in class (no aids are allowed for the midterm exam). A make-up for any of the exams will be given only under extreme circumstances in case of a documented emergency. The format and difficulty of the make-up will not necessarily be identical to the exam given on a scheduled day.
* To contest a grade on an exam, a written request describing the reasons for re-grading the exam is required within 48 hours after the exam was made available.
* Per [SDSU policy](https://arweb.sdsu.edu/es/catalog/webfolder/440-454_U_Policies.pdf), final exam cannot be given before the scheduled time.

# Tentative Schedule of Topics

| ***Date*** | ***Topics*** | ***Activities/Reading Assignment*** | ***Deliverables/Assessment*** |
| --- | --- | --- | --- |
| 1. Jan 19 | Class Introduction***Global Context for Entrepreneurship***International vs. Domestic Entrepreneurship | Ch 1 |  |
| 2: Jan 25-27 | * International Environment
* Global Monetary System
 | Ch, 2, 8  | **Personal Info Survey Due***(see link on Canvas)* |
| 3: Feb 1-3 | * Cross-Cultural Aspects of IE
 | Ch 3 |  |
| 4: Feb 8-10 | * International Legal Concerns
* Technological Environment
* Raising Funds Internationally
 | Ch 6 | *Guest Speaker* |
| 5: Feb 15-17 | ***International Business Opportunities*** * Opportunity Search
* Opportunity Assessment
 | Ch 5Ch 9 (p. 165-171)Ch 9 (p. 173-177) |  |
| 6: Feb 22-24 | ***Comparative Issues in International Entrepreneurship**** Intro to Comparative Entrepreneurship
* Nature of Entrepreneurial Opportunities in Developed Economies
 |  | ***Group UPDATE #1*** |
| 7: Mar 1-3 | * Nature of Entrepreneurial Opportunities in Emerging Economies
 |  | *March 1: William Whittle* |
| 8: Mar 8-10  | * Ctn’d
 |  | ***Midterm Exam – March 10*** |
| 9: Mar 15-17 | ***International Market Entry**** Strategies and International Partnering
 | Ch 4, 7 |  |
| 10: Mar 22-24 | * International Trade Barriers
 |  | ***Group UPDATE #2******Peer Evaluation #1 Due*** *(hard copy only please)* |
| 11: Mar 29-31 | ***NO CLASS: Spring Break*** |  |  |
| 12: Apr 5-7 | ***Exporting Basics**** Logistics
* Documentation
 |  | **Individual Assignment Due** *(Canvas)* |
| 13: Apr 12-14 | * Incoterms

Payment Methods |  |  |
| 14: Apr 19-21 | ***Closing the Deal*** * Valuation
* Negotiation
 |  |  |
| 15: Apr 26-28 | **Final Presentations** Apr 28: Groups 1,2,3 |  |  |
| 16. May 3-5 | **Final Presentations**May 3: Groups 4,5,6May 5: Groups 7,8,9 |  | **Final Report Due** *(Canvas) May 6***Peer Evaluation Due May 5** *(hard copy only please)*  |
| May 10**10:30 am**  | ***Note the time for the final exam!*** |  | ***Final Exam*** |

Changes to the course schedule, if any, will be announced in class and syllabus updates will be posted on Canvas

# Assessments and Grading

Course grades will be assigned in accordance with San Diego State University policy (see Graduate Bulletin, pp. 62-64). Graduate grades shall be: A (outstanding achievement, available for the highest accomplishment), B (average, awarded for satisfactory performance), C (minimally passing), D (unacceptable for graduate credit, course must be repeated), F (failing).

Table 1. Your course grade will be based on the following components

| Component | Total Points  |
| --- | --- |
| 1. Class participation
 | 5% |
| 1. GGP Project – Lean Foreign Market Entry Action Plan (LMEAP) Written Report (Group)
 | 25% |
| 1. GGP Project – Interview with Informant Report (Individual)
 | 15% |
| 1. GGP Project – Peer evaluation
 | 5% |
| 1. GGP Project – Oral presentation
 | 5% |
| 1. Midterm Exam
 | 20% |
| 1. Final Exam
 | 25% |