International Entrepreneurship & Business Development

**San Diego State University**

**Fowler College of Business**

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# Course Overview

This course provides students with an understanding of the complexities faced by entrepreneurs and managers seeking to develop new business opportunities internationally. It provides students with knowledge that will help them identify and evaluate opportunities in other countries. The course is designed for students who may, at some point, be interested in pursuing managerial careers in the international business development. Its focus is the development of skills helpful in identifying and pursuing entrepreneurial opportunities in a global setting.

This course is required for the Master in Science in Global Business Development (MSGBD) and an elective for MBA and other graduate degrees.

# Program and Student Learning Outcomes

## **MSGBD Program Learning Outcomes**

* Possess analytical and communication skills related to global business environment
* Apply entrepreneurial perspective and management skills related to sales and business development in a global context
* Demonstrate cross-cultural business knowledge and competencies

## **MBA Program Learning Outcomes**

* Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.
* Be able to analyze environments in which managers make and implement business decision.
* Be able to formulate, communicate, and coordinate strategies to solve business problems and pursue opportunities.

MGT 748 contributes to these goals through its student learning outcomes. Specifically, after taking this class, students should be able to:

1. Discuss contemporary theoretical and practical developments in the area of international entrepreneurship and business development.
2. Analyze and explain the effect of national cultures on business dealings and communication.
3. Systematically evaluate entrepreneurial conditions in various countries.
4. Identify, describe and assess entrepreneurial opportunities in the global environment.
5. Compare and contrast the nature of opportunities in developed vs. emerging economies
6. Devise a plan for foreign market entry by a small venture or a medium-sized entrepreneurial firm.
7. Assess the impact of globalization trends on entrepreneurship in the U.S. and around the world.
8. Integrate international business and entrepreneurship concepts gained in other courses and apply them in analyses of cases based on complex, real-life situations.

# Global Learning Outcomes

This course is designated 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 International Business Opportunity Development (IBOD) project, lectures, reflections and interaction with guest speakers, the students engage global learning by being able to:

* Examine the relationships between language, culture, history, and power as relevant to the international entrepreneurship and business development
* Articulate career skills gained and awareness 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 Materials

| **Materials** | **Required or optional** | **Where and how it can be obtained** |
| --- | --- | --- |
| Harvard Business School Case Packet | Required | <https://hbsp.harvard.edu/import/902014> |
| 1. Out-Innovate: How Global Entrepreneurs--from Delhi to Detroit--Are Rewriting the Rules of Silicon Valley. (Lazarow, A.). 2020. 2. Shaping the Fourth Industrial Revolution. (Schwab, K.), 2018. 3. Start-up Nation. (Senor, D. & Singer, S.) 2009. 4. Never Split the Difference: Negotiating As If Your Life Depended On It. (Voss, C., Raz, T., & Kramer, M.) 2016. 5. How To Win Friends and Influence People. (Carnegie, D.). 1936. | One of the five texts to be read by the end of the semester. | Amazon and other book retailers |

# Course Design: Major Assignments and Assessments

## **Class Participation, Case Discussions & Assignments**

Class participation consists of both regular attendance and active participation during both case discussions and lectures. Mere presence in the class does not guarantee a full participation grade. Students are expected to read all the assigned readings and cases before they come to class and be actively engages in class discussions (including guest lectures) and assignments. In virtual sessions, use of webcam is required.

## **IBOD (International Opportunity Development) Group Project**

Entrepreneurship and business development are extremely context-dependent phenomena. This means there are limitations to learning about them solely in a classroom setting. That is particularly true when it comes to international entrepreneurship and business development, a process that, by definition, spans national boundaries. The IBOD (International Business Opportunity Development) project is designed to simulate some of the challenges that international entrepreneurs and business development professionals experience while searching for and developing entrepreneurial opportunities and working in international teams dispersed around the globe. The IBOD project also provides the students the opportunity to hone business development skills/attributes such as networking, creativity and entrepreneurial mindset.

Typically, the IBOD project will involve a consulting project for an international new venture.

# Tentative Course Schedule

| **Week** | **Topics** |
| --- | --- |
| 1: Jan 25 | **Introduction to IBD** |
| 2: Feb 1 | **IBD and Opportunities Search** |
| 3: Feb 8 | * Cont’d |
| 4: Feb 15 | **IBD and Opportunity Assessment** |
| 5: Feb 22 | **IBD and Resources** |
| 6. Mar 1 | **IBOD Updates** |
| 7: Mar 8 | **IBD Strategies: Sales/Exporting** |
| 8: Mar 15 | **IBD Strategies: Partnerships** |
| 9: Mar 22 | **IBD Strategies: Investment** |
| 10: Mar 29 |
| 11: Apr 5 | **IBOD Updates** |
| 12: Apr 12 | **IBD & Deal-Making** |
| 13: Apr 19 | **Review** |
| 14: Apr 26 | **IBOD Practice Presentations** |
| 15: May 3 | **IBOD Presentations** (video-taped) |
| 16. May 6 | **IBOD Final Reports Due** |