Prerequisites. The course is open to all students from Harper College, the School of Management, the Watson School of Engineering and Applied Science, as well as to students from any other BU units who are interested in entrepreneurship and the global economy. There are no special prerequisites for taking this course.

Short Description. This course examines how economic, political, physical, trade and other factors and formal and informal institutions affect entrepreneurship and how entrepreneurs create and manage business ventures that have international dimensions. The course will help students acquire a multi-disciplined perspective on entrepreneurial businesses with cross-border activities, and develop practical skills in applying the tools of global entrepreneurship analysis in concrete situations.

Course Rationale

The increasing globalization of business makes it imperative that students achieve a thorough understanding of the complexities of international business activities. Today, both large and small enterprises and entrepreneurs have become involved in international transactions. Even businesses that were traditionally considered to be “local” in nature, are now impacted to varying degrees by issues such as the rise of regional trading blocs, competition from low-cost foreign markets, multi-cultural marketing requirements, and web-based commerce that crosses traditional market boundaries. As a result, today’s entrepreneurs and business leaders must be capable of exploring new opportunities that cross national borders.

The relationship between globalization and entrepreneurship is therefore becoming more and more significant for business entities striving for success in the demanding environment. This course focuses on international entrepreneurship at the intersection of two areas of study: global business, and entrepreneurship. Its objective is to provide a comprehensive theoretical and practical perspective on the key factors that must be considered in building a successful
international venture. The course addresses more specific issues such as the search and identification of opportunities in foreign markets, logistics of international business expansion, cross-cultural business communication, international sourcing, and international deal-making and networking.

The course will address a number of questions, including but not limited to:
- What is an international entrepreneur? How is he/she different from the “domestic” entrepreneur? How is international entrepreneurship different from entrepreneurship per se?
- How do entrepreneurs go about identifying international opportunities?
- What is the relationship between entrepreneurship and the global economy?
- How should international ventures be structured? What is the impact of the supply side, demand side, and the use of technology?

**Learning Objectives**

The course will enable students to:
- Understand the nature and importance of international entrepreneurship and acquire a multi-disciplined perspective on entrepreneurial businesses with cross-border activities.
- Identify the factors affecting successful international entrepreneurship as well as those presenting barriers and problems to international entrepreneurship.
- Explore the various modes of entry to international markets.
- Be able to put together a foreign market entry business plan.
- Acquire the essential knowledge and background enhancing the needed skills to operate globally.
- Study the world and participants of the international venture community.

**Learning Outcomes**

After taking this course, students should be able to:
- Discuss the importance of international entrepreneurship and the global trends affecting the emergence of new international ventures;
- Identify possible sources and characteristics of viable business opportunities in an international context;
- Analyze the conditions for entrepreneurship in various countries;
- Identify main logistic issues regarding importing and exporting;
- Describe the challenges of cross-cultural issues in communication, international deal-making and networking;
- Identify the types of human, information, and financial resources required for launching and managing a new venture.

**Course Materials/Readings**

**Required Textbook:**

**Newspapers and Journals.** Highly recommended (for tools and current events):
- *The Financial Times* ([http://www.ft.com](http://www.ft.com)): Clearly the best daily international business publication (check its web site daily)
- *The Economist* ([www.economist.com](http://www.economist.com))
- *The Economist Intelligence Unit* (EIU). Excellent source of information on individual countries. Very useful for term project. Available through the Library.

**Evaluation Methods and Plan for Grading**

Grades will be based on:
1. Attendance and class participation (40%)
2. Case Presentation (20%)
3. International Exporting Project and Final Presentation (40%)

**1) Attendance and class participation (40%)**

Class sessions will comprise a mix of lectures, case discussions and student presentations. The class meetings will be highly participatory in nature. Students should have read all assigned materials, especially the questions listed at the end of the textbook chapter assigned for each class session. Students should also keep up with current events in the global environment through regular reading of *The Financial Times*, *WSJ*, *The Economist* or other sources of business news.

Approximately half of the class participation grade will come from group presentations in class. Students will conduct research and prepare reports on a selected international country (target market for their final project). Guidelines on these presentations will be provided in class.

**2) Case Write-Up (20%)**

As part of the course curriculum, there will be detailed discussions over a selected group of cases from the text or other sources. Each student has to write an essay of up to 1,100 words on one of the cases that will be discussed in class.

Each essay should be an answer to the respective discussion questions for the case (the questions will be distributed in advance, together with the case). Please provide separate answers to each of the discussion questions for the case and use subheadings to indicate where the answer to one question ends and the answer to another question starts. There will be detailed guidelines on Blackboard about *Answering a Case Question*.

Please send me an electronic version of your case write up by 10 pm on the day before the case is discussed in class. Penalty points will be assigned for late submission.

The learning objectives of the case discussions are to: critically analyze the information presented on a single case (each case will illustrate various aspects of global entrepreneurship); be able to identify and summarize important points; and be able to express lessons learned.

**3) International Exporting Project and Presentation (40%)**

A key feature of this course is a team-based project to develop an international export plan for a small company from the Southern Tier, New York region. This assignment is designed to provide students with practical experience and to tie together much of the theoretical concepts that they are learning in class with the real world of international entrepreneurship.

More specifically, at the beginning of the semester the class will be divided into groups and each group will be assigned a local company to work with. The tasks of each team will be to: (1) do research for assessing the export market potential of the assigned company (the assessment criteria will be distributed & discussed in class); (2) research the market opportunities of a
selected international market/country for a specific product of the assigned company; and (3) develop a plan for bringing the product to that country.

More detailed guidelines about the final projects will be distributed in class. Team members will be required to complete a Peer Evaluation Form.

The final deliverable of the International Exporting Project is an Executive Report – Export Plan prepared by each group. The Report will have five sections:

1. Product preparation for export and legal considerations;
2. Customer base and market size/opportunity in target market/s;
3. Level of competition in target market/s;
4. Marketing, distribution and transportation
5. Financial Analysis

(6) Finally, based on the above analysis, each group would propose to the management of the local company a relevant strategy for entering the selected country’s market.

**WEEKLY SCHEDULE**

Please note that this is a tentative weekly schedule. I reserve the right to make changes in the schedule depending on the availability of guest speakers.

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<thead>
<tr>
<th>Week/Session</th>
<th>Topic</th>
<th>Reading Assignments</th>
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<tr>
<td>Session 1 January 17</td>
<td>Introduction and course overview. Introduction to Entrepreneurship</td>
<td>Syllabus Guest Speaker: BU’s Office of Entrepreneurship and Innovation Partnerships</td>
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<tr>
<td>Session 2 January 24</td>
<td>Resources for International Trade Research Introduction to Entrepreneurship (cont’d)</td>
<td>Guest Speakers: Colleen Hailey, BU Librarian. John Tracy, Senior International Trade Specialist at the U.S. Commercial Service, U.S. Department of Commerce</td>
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<tr>
<td>Session 3 January 31</td>
<td>Importance of International Entrepreneurship. Why Go Global? International Exporting Project Outline</td>
<td>Chapter 1. Importance of International Entrepreneurship Guest Speaker: Company 1</td>
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<td>Session 5 February 14</td>
<td>Cultures and International Entrepreneurship International Exporting Project Outline</td>
<td>Chapter 3. Cultures and International Entrepreneurship Guest Speaker: Company 3</td>
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<td>Session 6</td>
<td>The Global Monetary System</td>
<td>Chapter 4. The Global Monetary System</td>
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<tr>
<td>February 21</td>
<td>International Exporting Project Outline</td>
<td>Guest Speaker: Company 4</td>
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<td>Session 7</td>
<td>International Legal Concerns</td>
<td>Chapter 7. International Legal Concerns</td>
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<td>February 28</td>
<td>Discussion of Case 1. The Shakedown</td>
<td>Case 1: The Shakedown</td>
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<td>March 7</td>
<td>No Class – Winter Break</td>
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<td>Session 8</td>
<td>Selecting International Business Opportunities</td>
<td>Chapter 5. Selecting International Business Opportunities</td>
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<td>March 14</td>
<td>Discussion of Case 2. Red Star China</td>
<td>Case 2: Red Star China</td>
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<td>Session 9</td>
<td>Developing the Global Business Plan</td>
<td>Chapter 6. Developing the Global Business Plan</td>
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<td>March 21</td>
<td>Discussion of Case 3. NES China</td>
<td>Case 3: NES China</td>
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<td>Session 10</td>
<td>Global Marketing and R&amp;D (Online Session)</td>
<td>Chapter 9. Global Marketing and Research &amp; Development</td>
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<td>March 28</td>
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<td>April 4</td>
<td>No Class – Spring Break</td>
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<td>Session 11</td>
<td>Alternative entry strategies</td>
<td>Chapter 8. Alternative Entry Strategies</td>
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<tr>
<td>April 11</td>
<td>Discussion of Case 4. Mayu LLC</td>
<td>Case 4: Mayu LLC</td>
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<tr>
<td>Session 12</td>
<td>Implementing and Managing a Global Entrepreneurship Strategy</td>
<td>Chapter 11. Implementing and Managing a Global Entrepreneurial Strategy</td>
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<td>April 18</td>
<td>International Exporting Project</td>
<td>Group Discussion – Progress with Final Projects</td>
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<tr>
<td>Session 13</td>
<td>Exporting Projects Presentations</td>
<td>Groups 1, 2, 3 and 4 present</td>
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<td>April 25</td>
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<tr>
<td>Session 14</td>
<td>Exporting Projects Presentations</td>
<td>Groups 5, 6, 7 and 8 present</td>
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<td>May 2</td>
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Important Class Policies

Attendance
There will be a sign-up sheet during each class session. If for some reason you must miss a class session, let me know in advance. Unexcused absences will entail deductions from your participation grade. However, I would like to remind you that class attendance and participation in class discussions form an important part of the learning process and in forming your final grade. Hence you should be aware that your systematic absences will lead to a reduction in your class attendance & participation points no matter whether your absences are excused or not.

Academic Integrity
Students registered for this course are expected to abide by Binghamton University’s Code of Student Conduct (http://www2.binghamton.edu/student-conduct/pdfs/rules.pdf). More particularly, a student’s submission of work for academic credit should indicate that the work is the student’s own. All outside assistance should be acknowledged and the student’s academic position truthfully reported at all times.

Disability-Related Equal Access Accommodations
Students wishing to request academic accommodations to ensure their equitable access and participation in this course should notify the instructor as soon as they are aware of their need for such arrangements. Authorizations from Services for Students with Disabilities (SSD) are generally required. We encourage you to contact SSD at (607) 777-2686 to schedule an appointment with the Director or Learning Disabilities Specialist. The SSD website (www.binghamton.edu/ssd/) includes information regarding their Disability Documentation Guidelines. The office is located in UU – 119.

Personal or Academic Stress Resources
If you are experiencing undue personal or academic stress at any time during the semester or need to talk with someone about a personal problem or situation, I encourage you to seek support as soon as possible. I am available to talk with you about stresses related to your work in my class. Additionally, I can assist you in reaching out to any one of a wide range of campus resources, including:

1. Dean of Students Office: 607-777-2804
2. Decker Student Health Services Center: 607-777-2221
3. University Police: On-Campus Emergency, 911
4. University Counseling Center: 607-777-2772
5. Interpersonal Violence Prevention: 607-777-3062
7. Office of International Student & Scholar Services: 607-777-2510