



ENTR 435 International Entrepreneurship

Fall 2012

SYLLABUS

Class hours: Tuesdays and Thursdays, 12.30 pm -1.45 pm, SH 220
 Instructor: Dr. Annaleena Parhankangas, email: parhan1@uic.edu,
 Phone: 312-996-6233
 Office hours Tuesdays and Thursdays, 11.00 am -11.30 am, UH 2228

Course Objectives and Teaching Methods

New ventures face increasing pressures to go international at a very early age. By going international, entrepreneurs may tap into new markets, generate cost savings, or access resources not available in their home country. Today virtually all business activities have some link to the international. Entrepreneurs' concerns have thus clearly shifted from whether or not to go international, to how best to manage the consequences of use of capital, labor, material and energy resources, and to servicing products, markets and customers, many of which are more international than the one providing the product or the service. The importance of internationalization for the success of young firms cannot be underestimated. According to the United States International Trade Commission, small and medium-sized firms participating in international operations – directly or indirectly - outperform their domestically-focused counterparts.

This course is designed for students interested in starting, joining or investing in international ventures. It provides students with knowledge useful for the identification and evaluation of international business opportunities, as well as building and managing an international venture.

In this course, we intend to challenge the view according to which “entrepreneurship is entrepreneurship”, consisting a set of principles that can be universally applied. It is noteworthy that most management and entrepreneurship theories were developed by the US scholars in the context of US business environment. Even though these theories, for example the agency theory, are widely accepted all over the world, there is a growing amount of evidence suggesting that they might not satisfactorily predict the behavior of entrepreneurs outside the Anglo-Saxon context. Therefore, it is important to evaluate how the efficiency of various business practices depends on the context in which they are applied.

After taking this course, students will be able to

- identify and evaluate international business opportunities
- choose among various international markets
- identify and choose among many potential modes of going international

- build an international organization
- manage across cultures
- adapt their product/ service offering to the demands of each international market
- recognize the issues involved in initiating a new venture in a non-US context
- understand how entrepreneurs in different cultures and economies create, find, control, and use resources to build a growth-oriented venture

Through lectures, case studies (both written and video), movies, guest speakers, and projects, the course simulates the experiences that entrepreneurs undergo in conceiving, launching, and operating an international new venture

Projects and Assignments

All the projects and assignments for this class are completed individually. A brief description of required submissions is provided below.

Country project

The purpose of the country project is to familiarize you with different countries as a place to start a new business. In the course of this project, you will select a country for further analysis, focusing on its economic, geographic, socio-cultural, legal and political characteristics. The results of this project are targeted to entrepreneurs planning to do business in this country. It is important that you emphasize the most relevant aspects relative to the country of your choice and focus on factors that have implications for entrepreneurs.

You prepare both a report and a presentation on this topic. Detailed guidelines for this project are presented in a separate document.

International business plan pitch

Your task is to identify and present an international business opportunity for a US-based firm. Alternatively, you may identify an opportunity for a foreign business to enter the US market. You will have 10 minutes for your presentation. More detailed guidelines can be found on the course website.

Case studies (The case study questions are posted on black board)

1. Ruth's Chris: High Stakes of International Expansion
2. Levendary Café: the China Challenge

The deadlines for assignments are specified in the weekly schedule presented below.

There will be NO mid-term or final exams for this course.

Required Material

Required Books

- Robert D. Hisrich. 2010. *International entrepreneurship: Starting, Developing and Managing a Global Venture*. Second Edition. Sage Publications, Inc.
- Susan C. Schneider and Jean-Louis Barsoux. 2002. *Managing Across Cultures* (2nd Edition). Prentice Hall

Required Articles

Required Articles are available in library reserve, accessible through Black Board and at <http://uic.docutek.com/eres/coursepage.aspx?cid=2684>. The password is shipshape.

- Ghemawat, P. 2001. Distance Still Matters: The Hard Reality of Global Expansion. *Harvard Business Review*, September 2001: 137-147.
- Oviatt, B.M., & McDougall, P.P. 1995. Global Start-Ups: Entrepreneurs on a Worldwide Stage. *Academy of Management Executive*, 9(2): 30-43.

Case Studies

The case studies can be purchased at <http://cb.hbsp.harvard.edu/cb/access/14320626>.

- Ruth's Chris: High Stakes of International Expansion
- Levendary café: the China challenge

Student Evaluation

The final grade for the course will comprise the following:

(1) Classroom participation	15%
(2) Ruth's Chris	15%
(3) Levendary café: the China challenge	15%
(4) Country project	35%
(5) International business plan pitch	20%

LATE ASSIGNMENTS ETC: Assignments will be graded down by 10 percent each day that they are late. Assignments that you fail to turn in will earn 0 points.

Classroom participation: This will be based on the quality and quantity of a student's contribution to classroom discussion and projects.

Country project: Your presentation (approximately 20 minutes) will be graded based on its content and creativity. The more entertaining and informative your presentation is the better. Your report (7-10 pages)

will be graded based on the quality and depth of your research, as well as on how well you organize the materials.

Case analysis: Case analysis will be evaluated based on how well students address the pre-assigned case analysis questions (downloadable from the blackboard). Written case analyses are due on the day when the specific case will be discussed in class (please refer to the course schedule below).

International business plan pitch will be graded on its persuasiveness and the quality of research behind it.

GRADING SCHEME

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: under 60

Additional Information

Academic integrity and honesty are of paramount importance in this course. Plagiarism will have a significant negative impact on your grade.

Please, contact the instructor should you

- Have specific physical, psychiatric, or learning disabilities which require accommodations.
- Observe religious holidays or practices which will require you to be away at some point during the semester or which could affect your performance in class.

Tentative Class Schedule (Subject to Change)

Date	Topic	Materials	Assignments due
	<i>Introduction to International Entrepreneurship and International Business Opportunities</i>		
Aug 28 & 30	Growing Importance of International Entrepreneurship & International Business Opportunities	Hisrich Chs 1 & 5 Ghemawat (2001)	
Sept 4 & 6	International Entrepreneurs & How to Do Research on International Business Opportunities Meet at the the Daley Library IDEA Commons (Sept 6)	Hisrich, Ch 10 Schneider & Barsoux, Ch 7	
	<i>Evaluation of International Business Opportunities</i>		
Sept 11 & 13	Cultural Factors and International Entrepreneurship	Hisrich Ch 3; Schneider & Barsoux Chs 1-3	
Sept 18 & 20	Meet a Practitioner in International Entrepreneurship & Cultural Factors and International Entrepreneurship	Schneider & Barsoux Chs 4-6	
Sept 25 & 27	Economic Factors and International Entrepreneurship & How Countries and Regions Compete to Attract Foreign Entrepreneurs	Hisrich Ch 5	
Oct 2 & 4	Financial & Legal Factors and International Entrepreneurship & Meet a Real Life Entrepreneur	Hisrich Ch 8	
Oct 9 & 11	Political Factors and International Entrepreneurship & Globalization and Entrepreneurial opportunities	Hisrich Chs 6 & 2	Ruth's Chris Case Study Due, Oct 9
Oct 16 & 18	Government Role in Attracting and Restricting International Entrepreneurship & Legal & Tax Factors Related to Doing Business In China	Hisrich Ch 2	
Oct 23 & 25	Student Presentations & British Entrepreneurs in China		Country Project Due, Oct 23
	<i>Taking your company international: Managing international operations</i>		
Oct 30 & Nov 1	International Entry Modes, Building an International Organization; Adapting Your Product or Service to International Markets	Hisrich Chs 7, 9 & 11 Oviatt & McDougall (1995)	

Nov 6 & 8	Introduction to International Business Plans & International Human Resource Management	Hisrich Chs 4 & 10	
Nov 13 & 15	Meet a Real Life Entrepreneur & International R&D and Manufacturing	Hisrich Ch 9	Levendary Café Case Due Nov 13
Nov 20	Negotiations & Communication Across Cultures	Sneider & Barsoux Ch 2	
Nov 27 & 29	Ethics and International Entrepreneurship & Understanding Entrepreneurial Climates in Different Countries	Hisrich Ch 6; Schneider & Barsoux 10	
Dec 4 & 6	International Outsourcing: Meet a Real Life Expert & Student Presentations		International Business Plan Pitch Due December 6