

Instructor: Dr. Richard Gentry
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Class Hours: 9 AM – 12 PM
Office Hours: 12 PM – 1:30 PM
Presentations: Friday, July 27 9 AM

This course deals with the international entrepreneurship from the perspective of the firm and entrepreneurial managers operating in an international environment. International entrepreneurship is the intersection of entrepreneurship, international business, and strategy. The objective of the course is to provide students with a fundamental knowledge of the theory and application of global entrepreneurship. The course is designed to assist participants in:

1. Learning about the impact on entrepreneurial firms in a global environment.
2. Applying concepts and techniques to entrepreneurs in global business.
3. Working as a management team on problems facing entrepreneurs in global markets.

TEXT:

Charles Hill, Global Business Today, 7th edition, McGraw Hill Irwin, 2011 (CH).
Course Pack (Electronic) (CP).

RESEARCH PROJECT:

See attached description following course schedule below (10 points each)

RESEARCH TASK:

Each student will complete one research task. The assignment is to complete one of the questions in the "Research Task" at the end of chapter 2 (pg 87) or 3 (pg 125). Complete one of the two questions under the heading "Research Task" on these pages. There are four possible choices. The paper should be three to four pages (10 points each).

TEST:

Covers Lectures 1 through 8 (60 points)

COUNTRY REPORT:

You are an entrepreneur located in Iceland and you have developed a wind turbine system for the generation of electricity. Your competitive advantage is based on new blade and gear box design. Your challenge is to determine where to produce the product and which countries present the best market opportunity for your product. Given the market size of Iceland, you are a "born global" company. You must analyze the attractiveness of several country locations as potential markets given political, legal, and economic risks. You must also determine the potential market for your product given market factors and other competitors (GE, Siemens, Vestas, Suzlon, Gamesa, etc.).

- Each participant will pick a country and develop a country report which focuses on the political economy of the country.
- The report is limited to ten pages and must discuss the political, social, legal, and economic system of the chosen country.
- Identify economic, social, political, and legal risks in doing business in the country.
- The report is designed to provide information to an entrepreneurial company seeking to enter a country or an opportunity to start a new company within the country (20 points).
- Paper must conclude with an assessment of the potential to do business in the chosen country including discussion of production, sales, and entry mode.
- Reference sources must be included at the end of the report.
- The paper will be graded based on content, analysis, conclusions, and references.
- Presentations should last five minutes on average. You will be graded based on content analysis and clarity of recommendation.

Formatting the reports:

Margins: 1 inch (2.5 CM) all around
 Font: Times New Roman or Arial
 Font Size: 11 or 12
 Spacing: 1.5
 References should follow APA style.

(<http://owl.english.purdue.edu/workshops/hypertext/apa/parts/references.html>)

ASSIGNMENTS:

Bring a hard copy of all assignments to class. If you are not attending class, all assignments must be emailed to instructor prior to start of class on the assigned due date.

CLASS PARTICIPATION:

All students are expected to attend class and participate in case discussions and in-class exercises. I will call on students randomly so be aware of this. Materials will come from text - (CH) and (CP).

GRADING:

Research Task (1)	10
Research Project (1)	10
Country Report & Presentation (1)	20
Test	<u>60</u>
	100

EVALUATION:

Students will be asked to participate in numerous evaluations of the class, course materials, cases, the course components as well as the instructor and their classmates. None of these evaluations will be used in the course grading; they are used to improve the course and classroom experience.

GROUND RULES:

1. The country reports and research reports are designed to develop your understanding of the political economy (social, political, economic, and legal system) of the country you choose and the environment for entrepreneurs.
2. All information must be supported by references and notes.
3. The country reports will be presented in class.

SCHEDULE:

Meeting 1 - July 17

- Review of course outline
- Explanation of course structure
- Discussion of course assignments
- Chapter questions
- Class participation
- Case assignments
- Film: Borders
- Chapter 1 (CH)
- Ecuadorean Valentine Roses (CP)
- Where Innovation Lies (CP)
- Friedman - It's a Flat World, After All (CP)
- Blooming - European Entrepreneurs (CP)
- The Case Against Globaloney (CP)
- Walter Kuemmerle - A Test for the Fainthearted (CP)

- So, You Want To Be an Entrepreneur (CP)
- Isenberg - Global Entrepreneur (CP)

Meeting 2 – July 18

- *Turn in Country Report choice and Project Choice*
- Chapter 2 (CH)
- Film: Three Billion Capitalists
- Economist Report on Globalization (CP)
- Foreign Investment for Sustainable Community Development (CP)
- Mobile Marvels (CP)

Meeting 3 – July 19

- Chapter 3 (CH)
- Film: McDonald's
- In God's Name (Economist Report on Religion and Public Life) (CP)
- James Tiessen - Individualism, Collectivism, Entrepreneurship (CP)
- Thomas and Mueller - A Case for Comparative Entrepreneurship (CP)
- Scaling Up (E&Y Report on Women at Work) (CP)
- Women in the workforce (CP)
- Nancy J. Adler - Women in International Entrepreneurship (CP)
- Female Power (CP)

Meeting 4 – July 20

- *Research Project Due*
- Chapters 6, 8 (CH)
- Film: India
- Dixon Ticonderoga - Victim of Globalization? (CP)
- Let a Million Flowers Bloom (CP)
- The End of Cheap China (CP)
- The Supermarket's Last Frontier (CP)
- Latin Lessons on Greek default (CP)
- Unity is Strength (CP)

Meeting 5 - July 23

- *Research Report: Research Task - One of Four Choices (CP)*
- Chapters 7,9 (CH)
- Film: China Rising
- Kuemmerle - Entrepreneurs path to global expansion (CP)
- FDI and the Irish Miracle (CP)
- Ireland's Boom Falls Hard in Global Crisis (CP)
- Green Shoots – FDI in India (CP)
- Petrodollar profusion (CP)
- The Rising Euro Hammers Auto Parts Manufacturers (CP)
- Global Heroes (Economist Report on Entrepreneurship) (CP)

Meeting 6 – July 24

- *Research Task due*
- Chapter 11 (CH)
- Film: Domino's

- Comparing Ghana and South Korea (CP)
- Patricia P. McDougall - International Versus Domestic entrepreneurship (CP)
- A Checkered Story (CP)

Meeting 7 – July 25

- Chapter 12 (CH)
- Film: Cretors
- Rennie - Born Global (CP)
- Easier Said than Done (CP)
- Hu - The International Transferability of the Firm's Advantages (CP)
- Stanley Ho's Last Laugh in Macao (CP)

Meeting 8 – July 26

- Chapter 13
- Counting their blessing (CP)
- Entrepreneurship and business culture in Japan and the US (CP)
- Rosen - Start-up Nation – Israel offers fertile soil for entrepreneurs(CP)
 - Excerpt from Startup nation
- Import-export banks - The cavalry of commerce (CP)
- Entrepreneurship in Emerging Economies (Interamerican Development Bank) (CP)

Meeting 9 – July 27

- *Country Report Presentation*
- Finish any remaining material and course conclusion

Final exam – August 3

Global Entrepreneurship Research Project

As part of the class, you learn about factors facing entrepreneurs located around the world. Issues could be social, economic, political, or a mix of those and other factors that can cause problems when trying to further ideas that are deemed entrepreneurial. The Global Entrepreneurship Monitor, or GEM, is an academic research consortium that collects data on the entrepreneurial intensity around the world. Every year they come out with a listing of countries and how “entrepreneurial” they are.

Your project is to choose a country that is considered by GEM¹ to be one of the least entrepreneurial countries in the world (list of countries is below) and come up with strategies that the respective government could do in order to drive entrepreneurship in that country. You will be required to have the following:

1. Pertinent facts about the country
 - a. Population
 - b. Ethnicity
 - c. GDP
 - d. Poverty level
 - e. Any other facts that could be causing the low levels of entrepreneurship in the country
2. Issues that the country is facing that could explain the low entrepreneurship levels
 - a. Social
 - b. Government
 - c. Economic
3. Come up with some strategies to increase entrepreneurship
 - a. Initiatives
 - b. Changes in government
 - c. Programs
 - d. Anything else
4. A final, overall conclusion of the country and whether or not you think the changes would actually make a difference

Belgium	Bosnia	Croatia	Denmark
France	Germany	Hungary	Iran
Italy	Latvia	Mexico	Romania
Russia	Slovenia	South Africa	Turkey

¹ <http://www.gemconsortium.org/docs/download/2201>