



APPLIES TO ACADEMIC YEAR 2008/2009

ENT 2802 Entrepreneurship in a globalized economy

Program

Bachelor in Entrepreneurship (3. year)

Responsible for the course

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Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Globalization affects where and how businesses develop their innovative capacity and where economic processes are located. The transfer of labour-intensive production processes to low-cost countries has been occurring for some time. With China and India at the forefront, such countries are now also fast moving into developing competencies and associated competence-intensive industry. This is generating new challenges in terms of keeping and attracting competencies and knowledge developed elsewhere.

To an increasing extent, starting up a business involves establishing a presence in an international or global market and interacting with foreign business environments in order to develop the business. In many cases the domestic market is too small to sustain the establishment of a business. The value chain may include foreign suppliers. A competitive analysis entails understanding the competitive situation from an international perspective.

The course covers an area located in the intersection between international business and entrepreneurship. It aims first to focus on general trends within globalization and development of different markets/economies by looking at selected regions and business opportunities and challenges in so-called emerging economies. The course will also be more practical in terms of looking at various types of internationalisation – gradual establishment abroad, born globals and following customers abroad (network internationalisation.)

Objective

The course will provide students with:

- An understanding of the possible consequences and challenges globalisation may offer for different locations and businesses
- An understanding of the possibilities and challenges inherent in internationalisation for small and medium-sized businesses
- Knowledge of different internationalisation strategies which can be used by small and medium-sized businesses
- Knowledge about selected emerging economies and how entrepreneurs may enter these countries.

Prerequisites

General knowledge within economic administration.

Compulsory literature

Books:

MacDonald, Greg; Yow Yit-Seng and Li Xing. 2007. Innovation in China : The dawning of the Asian century. Adonis & Abbey Publishers
Shepherd, Dean A. and Jerome A. Katz, eds. 2005. International entrepreneurship. Amsterdam : Elsevier. 198 s

Journals:

Special issue 2005. The internationalization of entrepreneurship. Journal of International Business Studies. 36(1). s 1-41

Other:

Artikler og casestudier vil bli delt ut i klassen.

Recommended literature

Course outline

Globalization of production and innovation

- The international competitive arena
- International sales
- Internationalisation of production, offshoring
- Step- by-step internationalisation
- Born Globals
- Internationalisation through networks
- International financing
- Studies of countries with emerging economies, e.g. China, Lithuania and Latvia

Computer-based tools

Students are expected to have access to a PC and be able to use standard software, as well as BI's own information systems (e.g. Blackboard).

Course structure

The course consists of 36 hours of lectures, group discussions, business studies. Company visits, group work, presentations and discussions will all ensure a high level of interactivity.

Evaluation

Course grades are based on process evaluation with particular emphasis on the students' electronic portfolio and participation in class. The course concludes with an individual oral examination (max. 30 minutes). This final oral examination will use the semester publications (elements of the business plan etc.) as a starting point and candidates will be asked questions to test their understanding of the subject.

Evaluation code(s)

ENT 28021 - Process evaluation counts 100% to obtain the final grade in the course ENT 2802, 6 ECTS.

Aids at the examination

All aids allowed.

Makeup exam

Make up examinations are held at the time of the next scheduled course. When resitting examinations, all sections of the examination must be taken again.