



APPLIES TO ACADEMIC YEAR 2009/2010

ENT 2802 Entrepreneurship in a globalized economy

Programme

Bachelor in Entrepreneurship (3. year)

Responsible for the course

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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.

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 be 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 reading

Books:

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 reading

Course outline

- Globalization of production and innovation
- The international competitive arena
- Internationalisation of sales, production and innovation
- Step- by-step internationalisation
- Born Globals
- Internationalisation through networks
- International financing
- Studies of countries with emerging economies, e.g. China, India, 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 and group work and presentation and business presentations. The course will aim at a high level of interactivity.

Examination

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 course curricula and semester publications as a starting point and candidates will be asked questions to test their understanding of the subject.

Exam code(s)

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

Examination support materials

All written aids allowed.

Re-sit examination

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.

Additional information

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be lectured for the last time autumn 2010. Re-sit exam will be offered every term even spring 2013.