



APPLIES TO ACADEMIC YEAR 2013/2014

## ENT 3604 International Entrepreneurship

### Programme

Bachelor of Entrepreneurship and Business (3. year)

### Responsible for the course

Heidi Wiig Aslesen

### Department

Department of Innovation and Economic Organisation

### Term

According to study plan

### ECTS Credits

7,5

### 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 industries. 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 and foremost at focusing 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.)

### Learning outcome

#### Acquired Knowledge

The students will understand the concept of globalization with regard to production and innovation; they will also comprehend concepts of international entrepreneurship. Further the students will understand the how and why of internationalization of entrepreneurial

activities and further how specific international contexts influence the entrepreneurial process and its application.

#### **Acquired Skills**

The students will be able to perceive opportunities and risk associated with internationalization of entrepreneurial activities, and also how it varies by region. The course will give the students an understanding of how entrepreneurial development will affect home-based activities and international activities. The student will learn how to operationalize central concepts and analyze the internationalization of entrepreneurial activities.

#### **Reflection**

The students will develop a critical approach to internationalization and globalization of production and innovation. The students shall also consider international entrepreneurship from an ethical point of view.

#### **Prerequisites**

General knowledge within economic administration.

#### **Compulsory reading**

##### **Articles:**

Følgende vitenskaplige artikler vil bli brukt i kurset. Publiseres på It's Learning.

Mc Dougall and Oviatt (2000). International entrepreneurship. The intersection of 2 research paths. *Academy of management journal* 43. 902-906. (4 sider)

B.M.Oviatt and P.P. McDougall (2005), "Defining International Entrepreneurship and Modeling the Speed of Internationalisation", *Entrepreneurship Theory and Practise*, 29 (5), September, 537-53. (16 sider)

McDougall et al. (1994) "Explaining the formation of international new ventures: the limits of theories from international business research". *Journal of Business Venturing* 9, 469-487.(18 sider)

KUEMMERLE; W. (2007) "Note on conceptual foundations and contributions of the international entrepreneurship course". (58 sider)

Johanson, J. and Jan-Erik Vahlne (1977). "The Internationalization Process of the Firm-A Model of Knowledge Development and Increasing Foreign Market Commitments", *Palgrave Macmillan Journals*. (10 sider)

Kuemmerle, W. (2002) "Home Base and Knowledge Management in International Ventures." *Journal of Business Venturing*, 17: 99-122. (23 sider)

Kuemmerle, W. (2005) "The Entrepreneur's Path to Global Expansion." *Sloan Management Review*, 46(2): 42-49. (5 sider)

Kuemmerle, W. (2005) "The Process of International Expansion: Comparing Resource Allocation in Established Firms and Entrepreneurial Start-ups." From *Resource Allocation to Strategy*. J. L. Bower and C. Gilbert. Oxford, UK, Oxford University Press, 176-204. (28 sider)

H.J.Sapienza, D.D.Clercq and W.R.Sandberg (2005), "Antecedents of International and Domestic Learning Effort". *Journal of Business Venturing*, 20, 437-57. (20 sider)

J.Johanson and Jan-Erik Vahlne (2003). "Business Relationship Learning and Commitment in the Internationalization Process" *Journal of International Entrepreneurship*, 1 (1), March, 83-101. (18 sider)

Johanson, Jan, and Jan-Erik Vahlne (2009). "The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership." *Journal of international business studies* no. 40 (9):1411-1431.

Wictor, Ingemar. (2011). "A Born Global Company's Way to Growth." *Research on Technology, Innovation and Marketing Management 2007-2008*, edited by Sven Åke Hörte, Centre of Technology, Innovation and Marketing Management and further developed 2011.

Melén, Sara, and Emilia Rovira Nordman. (2009). "The internationalisation modes of born globals: a longitudinal study." *European Management Journal* no. 27 (4):243-254.

##### **Other:**

Følgende bokkapitler vil bli brukt i kurset:. Publiseres på Its Learning.

Shepherd, Dean A. and Jerome A. Katz, eds.. 2005. *International entrepreneurship*. Elsevier. Kapittel 2 (Kopi av kapittelet blir delt ut, 19 sider)

Midthun, A. (2013) "CSR and beyond; a Nordic perspective". Kap 7 .

Hofstede, Geert. 2010. "Cultures And Organizations: Software For The Mind, Author: Geert Hofstede, Gert Jan Hofstede, Michael Minkov." Kap.1 og kap. 11

GEM Norge 2011 (eller sist oppdatere versjon). <http://www.gemconsortium.org/>. (ca 50 sider)

## Recommended reading

### Course outline

- Globalization of production and innovation
- The international competitive arena
- Internationalization of sales, production and innovation
- Step-by-step internationalization
- 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

### Learning process and workload

The course includes lectures, guest lectures and student participation related to cases and curricula. The student are to write two papers during the course and are expected to report from these in class.

The portfolio that must be handed in at the of course shall consist of:

- Paper 1 Writing a "Entrepreneurship - Country project" report. Must be solved in groups of students in accordance with criteria given in class.
- Paper 2 An individual theoretical paper - Subject and length will be given in class.
- Presentation of given theoretical or empirical assignments  
The presentations are to be held by means of Power Point, with accompanying notes, and must be published at It's Learning.
- Presentation of findings from "Entrepreneurship - Country project".  
The presentations are to be held by means of Power Point, with accompanying notes, and must be published at It's Learning.
- The students will have to write an individual self-reflection report on their own learning process, related to the content of the course, assignments and presentations.

Details about deadlines and the construction of the portfolio will be given when course starts

Recommended workload in hours

| Activity   | Hours      |
|--|------------|
| Participation during lectures                            | 36         |
| Preparation for lectures/reading literature              | 70         |
| Preparation for presentations and participation in class | 20         |
| Preparing and writing papers                             | 74         |
| <b>Recommended total workload</b>                        | <b>200</b> |

### Use of hours

36 hours - Lectures

6 hours - Supervision of term papers - individual

3 hours - Supervision of group term papers

45 hours total

### Examination

The grade in the course will be based on a portfolio evaluation. The portfolio must be handed in at the end of course. See learning process and workload.

### Examination code(s)

ENT 36041 - Portfolio evaluation, counts 100% towards the final grade in the course ENT 3604 International Entrepreneurship, 7.5 credits.

### Examination support materials

All support materials allowed.

Examination support materials at written examinations are specified under exam information in our web-based Student Handbook. Please note the use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>.

**Re-sit examination**

Re-sit examination is offered in connection with the next course.

**Additional information**