



**ET 334 GLOBALISATION & ENTREPRENEURSHIP**  
IES Abroad Dublin

**DESCRIPTION:** Entrepreneurs face different challenges in different countries. This course will help you understand the global economy's impact on entrepreneurs and the political and cultural factors that promote or impede small business start-ups. Learn how and when entrepreneurs take their companies global and common pitfalls to success abroad.

**CREDITS:** 3 credits

**CONTACT HOURS:** 45 hours

**LANGUAGE OF INSTRUCTION:** English

**METHOD OF PRESENTATION:**

- Lectures
- Class discussion sessions
- Group work & group presentations
- Workshops
- Guest speakers

**REQUIRED WORK AND FORM OF ASSESSMENT:**

- Class participation & attendance - 10%
- Individual assignment - 30%
- Group presentation - 30%
- Final Exam - 30%

**EVALUATION CRITERIA**

Oral and written assignments will be graded according to the following criteria:

Content, Clarity, Comprehensiveness, Creativity, Group Participation.

1. Content: Develops and supports a central thesis. Provides a focused argument throughout the essay/talk.
2. Clarity: Writes/speaks clearly by developing a coherent, well-organised paper/presentation; arranges sentences in a logical manner; uses correct punctuation, spelling, and grammar; and provides correct citations.
3. Comprehensiveness: Has reviewed the relevant literature and material, shows an in-depth understanding of the topic, and uses multiple bibliographic sources (books, journals, articles, interviews, web-based information). Does not use strictly web-based sources. Able to critique differing points of view on the topic.
4. Creativity: Develops a new 'born global' business venture incorporating innovative ideas. Presents material in an interesting or unique way that is particularly helpful to the reader/listener.

**LEARNING OUTCOMES:**

By the end of the course students will be able to:

- Have an appreciation of globalisation & the framework for international business
- Critically appraise globalisation from the view point of entrepreneurship and the internationalization of SME's
- Provide an understanding of the fundamentals of international entrepreneurship and enable the participant to independently evaluate and conceive of a commercially viable international business concept
- Understand the fundamentals of entrepreneurship and intrapreneurship theory, frameworks and analytical tools and models in an international context
- Understand concepts and frameworks around strategic planning for entrepreneurial growth and scaling.

**ATTENDANCE POLICY:**

IES Abroad Dublin courses are designed to take advantage of the unique contribution of the instructor, and the lecture/discussion format is regarded as the primary mode of instruction. Class attendance, including course-related excursions, is mandatory.

- **Excused Absence:** Students can be excused from class in the case of a documented medical issue, family emergency or appointment at INIS.
- **Unexcused Absence:** All other absences from class are unexcused e.g. travel/travel delays, family and friends visiting. Each unexcused absence will result in a 5% deduction from final grade.
- **Pattern of Absence:** If a student shows a pattern of absences, they may be subject to an Administrative Review including, but not limited to, a letter sent to their school, a probationary period, and/or exclusion from the programme.
- **Missed Class Content:** In the case of an absence, it is the responsibility of the student to source and review all content covered in that class (e.g. through Moodle, from class peers etc.)
- **Missed Assessment:** Absence on the date of scheduled assessments does not entitle the students to a rescheduling of these assessments.
- **Punctuality:** Students are expected to be on time for all classes, a pattern of late attendance will negatively affect participation grade.
- **Excused Absence Request:** Students must submit a completed Excused Absence Request on Moodle at least one hour before the start of class. All supporting documentation for this request e.g. Doctor's note / appointment receipt from INIS, should be submitted to the Student Affairs Coordinator in a timely manner. All Excused Absence Requests will be assessed by the Student Affairs Coordinator who will liaise with the student and advise faculty accordingly. The IES Student Privacy Policy will be adhered to in this process.

#### CONTENT:

Week	Content	Reading
<b>Week 1</b>	<b>Introduction to International Entrepreneurship</b> Attributes of entrepreneurs & overview of entrepreneurship and international entrepreneurship in relation to Ireland.	<ul style="list-style-type: none"> <li>• Westhead et al., Chapter 1</li> <li>• GEM Report on Ireland 2015</li> </ul>
<b>Week 2</b>	<b>Theoretical Aspects of International Entrepreneurship</b> Exploration of the traditional theories of internationalisation and emerging of international entrepreneurship theories, including an examination of being "Born Global."	<ul style="list-style-type: none"> <li>• Westhead et al., Chapter 13</li> </ul>
<b>Week 3</b>	<b>Globalisation and the International Environment</b> Exploration of this most general of terms from a number of different perspectives with an emphasis on its impact on international business.	<ul style="list-style-type: none"> <li>• Geringer et al., Module 1</li> <li>• Hirsch, Chapter 2</li> <li>• Cavusgil et al, Chapters 1, 2 &amp; 3</li> </ul>
<b>Week 4</b>	<b>Cultures and the International Environment</b> Examination of the impact of the attitudes and values among cultures on the functions of the firm.	<ul style="list-style-type: none"> <li>• Geringer et al., Module 3</li> <li>• Sociocultural Forces</li> <li>• Hirsch, Chapter 3</li> </ul>
<b>Week 5 &amp; 6</b>	<b>The International Business Framework</b> Brief analysis of the political, legal and economic environment faced by the international firm.	<ul style="list-style-type: none"> <li>• Geringer et al., Modules 5, 6, &amp; 7</li> <li>• Hirsch, Chapter 7</li> </ul>
<b>Week 7:</b>	<b>Selecting International Business Opportunities</b> Assessment of potential international markets for the firm's product.	<ul style="list-style-type: none"> <li>• Hirsch, Chapter 5</li> <li>• Geringer et al., Module 12</li> </ul>

<b>Week 8:</b>	<b>Developing the Global Business Plan</b> Guide to the development of an essential element for a firm operating in a highly competitive environment.	<ul style="list-style-type: none"> <li>Hirsch, Chapter 6</li> </ul>
<b>Week 9:</b>	<b>Market Entry Strategies</b> Evaluation of the entry modes, both equity and non-equity, available to the firm.	<ul style="list-style-type: none"> <li>Geringer et al., Module 12</li> <li>Hirsch, Chapter 8</li> </ul>
<b>Week 10:</b>	<b>R&amp;D and Global Marketing</b> Analysis of the technological environment and international R&D as well as the development of the global marketing mix.	<ul style="list-style-type: none"> <li>Geringer et al., Module 13</li> <li>Hirsch, Chapter 9</li> </ul>
<b>Week 11:</b>	<b>Implementing and Managing a Global Entrepreneurial Strategy</b> Implementation of a global entrepreneurial strategy for the firm, including planning, structuring and controlling the firm.	<ul style="list-style-type: none"> <li>Geringer et al., Module 9</li> <li>Hirsch, Chapter 11</li> </ul>
<b>Week 12:</b>	<b>Intrapreneurship and Presentations</b> An analysis of the key attributes of corporate entrepreneurship.	<ul style="list-style-type: none"> <li>Westhead et al., Chapter 8</li> </ul>

#### REQUIRED READINGS:

- Geringer, J.M., McNett, J.M. and Minor, M.S. and Ball, D.A. (2016) *International Business*, 1st edition, McGraw-Hill, New York.
- Fitzsimons, P. and O’Gorman, C. (2015) *Entrepreneurship in Ireland Report 2014*, Global Entrepreneurship Monitor, Dublin.
- Hirsch, R.D. (2015) *International Entrepreneurship Starting, Developing, and Managing a Global Venture*, Sage, London.
- Westhead, P., Wright, M. and McElwee, G. (2011) *Entrepreneurship: Perspectives and Cases*. Prentice Hall, New Jersey.

#### RECOMMENDED READINGS:

- Burns, P. (2010) *Entrepreneurship and Small Business*, 3rd edition, Palgrave Macmillan, London.
- Barringer, B.R. & Ireland, R.D. 2nd Ed (2008) *Entrepreneurship: Successfully Launching New Ventures*, New Jersey, Pearson Education.
- Lu, J.W., Beamish, P.W. (2001) *The Internationalisation and Performance of SME’s*, Strategic Management Journal.
- Batjargal, B. & Liu, M. (2004) *Entrepreneurs’ Access to PE in China: The Role of Social Capital*. Organisation Science, Mar-Apr 1994, pp 159-172.
- Cavusgil, S.T., Knight, G., Riesenberger, J.R., Rammal, H.G. and Rose, E.L. (2008) *International Business: Strategy, Management and the New Realities*, 2nd edition, Pearson Education, New Jersey.
- Dicken, P. (2015) *Global Shift*, 7th edition, Sage, London.
- McDougall, P.P. & Oviatt, B.M. (2001) *Some Fundamental Issues in International Entrepreneurship*. Submitted to Entrepreneurship Theory and Practice.
- McDougall, P.P. & Oviatt, B.M. (1994) (2003) *Toward a Theory of New International Ventures*. Journal of International Business Studies Q1 1994.
- Rasmussen, E. & Madsen, T.K. (2002), *The Born Global Concept*, EIBA Conference.

#### WEBSITES:

- <http://www.doingbusiness.org/>
- <https://www.startupgrind.com/ireland/>
- <http://www.gemconsortium.org/>
- <http://bizplus.ie/>