

International Entrepreneurship

Berlin, Germany, Summer 2008 (version 03/13/08)

- Instructor:** Moren Lévesque
levesque@uwaterloo.ca
Office location: Rosenstr. 19, 1st floor
Phone: -9918
Office hours are by appointment
- Class Meetings:** Wednesday 10:00am – 14:00pm, 28.05. – 09.07.2008, Spa 1 R 21 A
- Description:** This course introduces the area of international entrepreneurship by focusing on various aspects. The objectives of the course include:
- Identifying conditions that make small, medium-sized, and new ventures increasingly important in international business.
 - Identifying the critical steps in deciding on doing international entrepreneurship.
 - Making knowledgeable strategic planning decisions in conducting international entrepreneurship.
 - Identifying the benefits and problems of going international as a new venture.
- Examination:** A final exam of about ninety minutes duration will be given, and will comprise **50%** of the final grade. This exam is to be an individual effort.
- Cases:** Each student must select 4 cases among the 6 described in the detailed schedule below and write a 2-page report. Each report comprises 5% for a total of **20%** of the final grade. The report is due on the day the corresponding case is assigned for class discussion. Late reports will not be accepted. Each report should answer two or three of the “Study Questions” proposed by the instructor on the corresponding case. Students are encouraged to utilize concepts studied in class to answer the questions they select for the case. A good writing style and creativity are important. Diction, grammar, spelling, and neatness will also be important parts of the grade. Reports are to be no more than two double-spaced typed pages (Times New Roman 12 point font), exclusive of exhibits and references. The axiom that a report either should be good or long does not apply here; rather the report simply should be good.
- Country Presentation:** **15%** of the final grade will be earned for an overview of a country of the student’s choice in a 15 minute presentation. Issues to cover may include (but are not limited to):
- 1) Business opportunities in the country – GDP growth; level of local technology know how; strong industries; maturity of consumers; etc.
 - 2) Business ethics – what you should and/or not do in a business context; what you should know such as time perspective, dress code, networking, manners; etc.
 - 3) Political issues that may significantly affect/alter business practices.
- Readings & Class Participation:** Students are expected to be in class and participate in the discussions. The remaining **15%** is reserved for class participation. Each student must show that s/he has read and seriously thought about the assigned reading material (including cases). Also, each student should be prepared to make contributions from her/his own background. An individual’s class participation grade will be my evaluation of the quality and quantity of this individual’s contributions to class discussions.
- Academic Responsibility:** Every student is responsible for completing his or her work under the conditions set forth by the instructor. Consulting with another student on an assignment that is to be completed by the student alone is a very serious breach of academic integrity that can lead to administrative action as set forth by Humboldt Universität zu Berlin. Such penalties may include failure of the assignment, failure of the course, or disenrollment from the University.

Schedule: *

Day	Topic	Readings, Assignments and Presentations
1	Globalization & International Environment for Entrepreneurship	Case: Professional Staff Limited: Taking a Venture Abroad Country talks from: TBD
2	Culture & International Trade	Reading: Hofstede, 1994, Management Scientists Are Human, <i>Management Science</i> . Case: Shopping for Sunglasses at the Burjaman Center: The Case of the Shady Buyer Country talks from: TBD
3	Global Monetary System	Case: Abetti & Phan, 2004, Zobe Chemical Industries: The Evolution of a Family Company from Flypaper to Globalization (1919-2001), <i>Journal of Business Venturing</i> . Country talks from: TBD
4	International Entry Strategy	Reading: Beim & Lévesque, 2006, Country Selection for New Business Venturing: A Multiple Criteria Decision Analysis, <i>Long Range Planning</i> . Case: VacationSpot.com & Rent-A-Holiday: Negotiating a Trans-Atlantic Merger of Start-Ups Country talks from: TBD
5	Global Production, Outsourcing & Logistics	Case: Gray Security: Building a South African Services Firm Country talks from: TBD
6	Global Human Resource Management	Case: Beijing Sammies Country talks from: TBD
7	Global Marketing and R&D	Reading: Sapienza, Autio, George & Zahra, 2006, A Capabilities Perspective on the Effects of Early Internationalization on Firm Survival and Growth, <i>Academy of Management Review</i> . Country talks from: TBD Final exam

* This schedule may change due to unforeseen reasons.