

**Course Outline**

**Department of Marketing, International Business and  
Entrepreneurship  
School of Business and Economics**

**IBUS 4540-3  
Global Entrepreneurship (3,0,0)**

**Calendar Description**

Students explore entrepreneurship in a global setting. The primary activity is the development of a business plan for a global business venture. Topics include the importance of international entrepreneurship, globalization and the international environment, culture and international entrepreneurship, developing a global business plan, selecting international business opportunities, international legal concerns, alternative entry strategies, the global monetary system, global marketing and research and development, global human resource management, and implementing and managing a global entrepreneurial strategy.

**Educational Objectives/Outcomes**

Upon completing this course, students will be able to:

1. Outline the importance of international entrepreneurship.
2. Describe the opportunities and barriers to international trade.
3. Identify the impact of culture on international entrepreneurship.
4. Develop a global business plan
5. Analyze international business opportunities and determine the readiness of a business organization to enter global markets
6. Identify international legal and ethical concerns, including political risk, regulations, intellectual property, patents, trademarks, copyrights, licensing, and contracts.
7. Recommend international entry strategies, including the timing and scale of market entry.
8. Discuss the importance of international trade finance, including foreign exchange and the global capital market
9. Create an international marketing strategy which includes a role for research and development.
10. Recommend international organization structures and human resource management plans.
11. Identify best practices for implementing and managing a global entrepreneurial strategy.

**Prerequisites**

IBUS 3520, MKTG 4470, IBUS 4520

**Texts/Materials**

Robert D. Hirsich, International Entrepreneurship - Starting, Developing, and Managing a Global

## Student Evaluation

Term tests	20-40%
Quizzes	0-15%
Participation/attendance	0-10%
Case studies/research projects/assignments	25-40%
Major project	0-25%
Final exam	0-50%

Midterm and final exams must not make up more than 70% of evaluation and group work must not make up more than 50%.

## Course Topics

1. Importance of International Entrepreneurship
  - Motivations to go global
2. Globalization and the International Environment
  - Opportunities and barriers to international trade
3. Cultures and International Entrepreneurship
  - Cultural determinants
  - Cultural dimensions and leadership
4. Developing a Global Business Plan
  - Opportunity analysis
5. Selecting International Business Opportunities
  - Competitive positioning
6. International Legal Concerns
  - Political risk
  - Legal considerations and regulations
  - Intellectual property
  - Patents, trademarks, copyright
  - Licensing, contracts
  - Business ethics in a global setting
7. Alternative Entry Strategies
8. Global Monetary System
9. Global Marketing and Research and Development

10. Global Human Resource Management

11. Implementing and Managing a Global Entrepreneurial Strategy

**Methods for Prior Learning Assessment and Recognition**

As per TRU policy

**Attendance Requirements – Include if different from TRU Policy**

As per TRU policy

**Special Course Activities – Optional**

**Use of Technology – Optional**