

Valid for 2023.HS

Module Name: International Entrepreneurship	
Module Code	w.MA.XX.IES.20HS
Module Description	The identification and exploitation of international opportunities are often critical to a company's long-term growth and survival; companies often exploit these opportunities by entering overseas markets. This module focuses on the development of skills to identify and evaluate international business opportunities by ventures that aspire to become international or wish to extend the scope of their existing international operations.
Program and Specialization	Business Administration - Specialization in Innovation and Entrepreneurship
Legal Framework	Academic Regulations MSc in Business Administration dated 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Innovation and Entrepreneurship), first adopted on 01.09.2019
Module Category	Module Type: Compulsory
ECTS	6
Organizational Unit	W Institut für Innovation&Entrepreneurship
Module Coordinator	Thierry Volery (voly)
Deputy Module Coordinator	-
Prerequisite Knowledge	This module builds on knowledge and competence acquired during a Bachelor's degree program.
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § identify the values, behaviors, and processes associated with successful international entrepreneurship and describe the role of the entrepreneur in creating value with international activities. § describe and analyze the ways in which entrepreneurs identify opportunities internationally, communicate value, manage risk, and access funding. § evaluate challenges in the application of international entrepreneurial activities arising from legal, social, political, economic, ethical, and cultural issues and design appropriate responses to these challenges for entrepreneurial value creation. § design ways to acquire knowledge, partnerships, and networks and build alliances for creating value internationally.

Module Content	§ Introduction and overview. International entrepreneurship: Activities, values, and framework conditions across countries § The institutions shaping international business: Bilateral agreements, European integration, and the WTO § International competition behavior: How international competitors (Japan, China) differ from European companies § Crossing cultural and ethical boundaries: What is acceptable and not acceptable? § Generic internationalization strategies: From export to wholly owned subsidiaries § International expansion into neighboring markets: Important steps and factors for entering the EU market § International expansion into emerging markets: Important steps for entering emerging markets such as China, India, or Brazil § International expansion into low-income markets: Important steps and factors for entering low-income markets in Africa, South-East Asia, and South America § Tapping into international markets from the inception of the business venture: The "born global" phenomenon § Strategy & organizing for international expansion: Implementation of strategy for international growth § Marketing: Product, price, promotion, and distribution strategies across international markets § Production and sourcing: Coordinating global production and service delivery § HR: Recruiting, developing, and retaining international talent		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies	Social Settings Used: Individual Work	
Digital Resources	§ Reader § Teaching Materials § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	56 h	-	
Excercise	-	64 h	
Project Work	-	-	
Seminar	-	-	
Total	56 h	64 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	90	60,00 %
Permitted Resources	No calculator	With dictionary	
Others	Assessment	Length (min.)	Weighting
Active participation in class	Grade	-	40,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: 80%		
	Since this module draws on interactive, experiential learning, it is recommended that students attend at least 80% of the sessions scheduled.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	Jeannet, J., Volery, T. & Bergamnn, H. (2021). Masterpieces of Swiss Entrepreneurship: Small to Medium-sized Swiss Companies Competing in Global Markets. 1st edition. Cham: Springer. ISBN 978-3-030-65286-9. Open access book. A PDF version will be available on Moodle for students to download.		
Comments	-		