GLOBAL ENTREPRENEURSHIP

INSTRUCTOR: John Kraft, Dean
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Class Date: Saturday, August 22, 2009
Class Hours: 9:00 a.m. – 4:00 p.m.

COURSE DESCRIPTION:

This course deals with the international entrepreneurship from the perspective of the firm and entrepreneurial managers operating in an international environment. International entrepreneurship is the intersection of entrepreneurship, international business, and strategy. The objective of the course is to provide students with a fundamental knowledge of the theory and application of global entrepreneurship. The course is designed to assist participants in:

1. Learning about the impact on entrepreneurial firms in a global environment.
2. Applying concepts and techniques to entrepreneurs in global business.

TEXT: Course pack

RESEARCH TASK: Each team will complete one research task. The assignment is in the course pack. The paper should be four to five pages. The task will be completed as a team and presented to class. (50 points)

PARTICIPATION: All students are expected to attend and participate in all activities in class.

GRADING:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>50</td>
</tr>
<tr>
<td>Research Task (team)</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
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TOPIC SCHEDULE:

1. Globalization, National Differences, and Cultural Differences

Readings:

1) A Test for the Fainthearted
2) The Heart of Entrepreneurship
3) The Global Entrepreneur
4) A Bigger World
5) Global Heroes
6) Ecuadorean Valentine Roses
7) McDonald’s and Hindu Culture
8) Dixon Ticonderoga – Victim of Globalization?
9) The Changing Political Economy of India
10) China’s Bicycle Makers Shift to Exports
11) Comparing Ghana and South Korea
12) The Rising Euro Hammers Auto Parts Manufacturers
13) Exporting with a Little Government Help
14) The Entrepreneur’s Path to Global Expansion

Research Tasks