International Entrepreneurship & Business Development

Spring 2024
San Diego State University
Fowler College of Business

COURSE INFORMATION

Course Name & Number: MGT 748
Semester: Spring 2024
Class Days & Room: T 4-6:40 PM LH 340
Mode: In-Person
Zoom Link For Office Hours Only: https://SDSU.zoom.us/j/82591111278

Instructor Name: Martina Musteen, PhD (Office: SSE3302)
Preferred way of addressing me: Professor Martina
Office Hours Times: T 1-2 pm
Email (best contact mode): mmusteen@sdsu.edu
Will respond within 48 hours except for weekends
Units: 3

Course Overview

This course provides students with an understanding of the complexities faced by entrepreneurs and managers seeking to develop new business opportunities internationally. It provides students with knowledge that will help them identify and evaluate opportunities in other countries. The course is designed for students who may, at some point, be interested in pursuing managerial careers in the international business development. Its focus is the development of skills helpful in identifying and pursuing entrepreneurial opportunities in a global setting.

This course is required for the Master in Science in Global Business Development (MSGBD) and an elective for MBA and other graduate degrees.

Program and Student Learning Outcomes

MSGBD Program Learning Outcomes

- Possess analytical and communication skills related to global business environment
- Apply entrepreneurial perspective and management skills related to sales and business development in a global context
- Demonstrate cross-cultural business knowledge and competencies

MBA Program Learning Outcomes

- Develop a solid foundation in theoretical concepts and managerial skills needed to lead business organizations.
- Be able to analyze environments in which managers make and implement business decision.
- Be able to formulate, communicate, and coordinate strategies to solve business problems and pursue opportunities.

MGT 748 contributes to these goals through its student learning outcomes. Specifically, after taking this class, students should be able to:

1. Discuss contemporary theoretical and practical developments in the area of international entrepreneurship and business development.
2. Analyze and explain the effect of national cultures on business dealings and communication.
3. Systematically evaluate entrepreneurial conditions in various countries.
4. Identify, describe and assess entrepreneurial opportunities in the global environment.
5. Compare and contrast the nature of opportunities in developed vs. emerging economies.
6. Devise a plan for foreign market entry by a small venture or a medium-sized entrepreneurial firm.
7. Assess the impact of globalization trends on entrepreneurship in the U.S. and around the world.
8. Integrate international business and entrepreneurship concepts gained in other courses and apply them in analyses of cases based on complex, real-life situations.

Global Learning Outcomes

This course is designated a Global Learning Course. It features global learning through glocal engagements, a minimum of 15 hours engaged in global learning experiences and at least 15% of the course grade directly related to the global learning component. Through assignments such as the International Business Opportunity Development (IBOD) project, lectures, reflections and interaction with guest speakers, the students engage global learning by being able to:

- Examine the relationships between language, culture, history, and power as relevant to the international entrepreneurship and business development
- Articulate career skills gained and awareness developed in analyzing risk and difficulty of doing business abroad
- Learn about and respond to the world business environment as a global issue that transcends national political borders

Prerequisites

B A 673

Course Materials

<table>
<thead>
<tr>
<th>Materials</th>
<th>Required or optional</th>
<th>Where and how it can be obtained</th>
</tr>
</thead>
</table>
Materials | Required or optional | Where and how it can be obtained
--- | --- | ---
1. Out-Innovate: How Global Entrepreneurs--from Delhi to Detroit--Are Rewriting the Rules of Silicon Valley. (Lazarow, A.), 2020. | One of the three texts to be read by the end of the semester. | Amazon and other book retailers

**Course Structure and Conduct**

SDSU students are expected to abide by the terms of the Student Conduct Code in classrooms and other instructional settings. Violation of these standards will result in referral to appropriate campus authorities.

Please refrain from using cell phones and/or browsing the Internet during classes. Late work/assignments are not accepted.

**Class Participation & Professionalism**

Class participation consists of both regular attendance and active participation during both case discussions and lectures. Mere presence in the class does not guarantee a full participation grade. Students are expected to read all the assigned readings and cases before they come to class and be actively engages in class discussions (including guest lectures) and assignments. In virtual sessions, use of webcam is required.

In addition, students are expected to behave professionally which is often manifested the following:

- Constructively giving & receiving feedback
- General courtesy: adherence to deadlines, responsiveness, punctuality (and, yes, using words please/thank you!)

The following scheme will be used in evaluating participation grade:

- **A** = present, asking/answering questions, high quality comments and active participation in discussions and assignments, using webcam in virtual sessions
- **B** = present, asking/answering questions, actively engaged in class discussions and in assignments, not using webcam consistently in virtual sessions
- **C** = present, listening, but not sharing ideas, rarely using webcam in virtual sessions
- **D** = unexcused or unnecessary absences, minimal engagement in class discussions and assignments
- **F** = limited attendance, comes in late/leaves early
Case analyses are essential in learning to apply new concepts to real-life situations but the case method is only as effective learning tool as is the class discussion, which relies heavily on preparation. Thus, spending several hours to appropriately prepare for a case discussion is expected.

Throughout the semester with the aim to apply material through hands-on learning, students will be tasked with several assignments. Most of these will require a submission via Canvas.

**IBOD (International Opportunity Development) Group Project**

International business development (IBD) and entrepreneurship are extremely context-dependent phenomena. This means there are limitations to learning about them solely in a classroom setting. That is particularly true when it comes to international entrepreneurship and business development, a process that, by definition, spans national boundaries. The IBOD (International Business Opportunity Development) project is designed to simulate some of the challenges that international entrepreneurs and business development professionals experience while searching for and developing entrepreneurial opportunities and working in international teams dispersed around the globe. The IBOD project also provides the students the opportunity to hone business development skills/attributes such as networking, creativity and entrepreneurial mindset.

Typically, the IBOD project will involve a consulting project for an international entrepreneurial company assisting it as it strives to develop market in the U.S. The responsibilities/tasks related to the IBOD assignment may include some of the following:

- Business opportunity ideation
- Market research
- Assessment of cultural, negotiating and business norms, etc.
- Surveys and interviews
- Import restrictions, tariffs, and regulatory requirements
- Industry analysis
- Competitor matrix
- Assessment of market potential, opportunities and threats
- Cultural considerations and business norms
- Compilation of a list of potential clients and contact details
- Visit potential clients and/or trade shows
- Development of a plan for entry into the U.S market

The IBOD project is associated with several deliverables including the Final Written Report, Final presentation, and two Formal Project Updates.

The evaluation criteria of the IBOD projects include the quality (and timeliness) of the written and oral reports, creativity and resourcefulness in completing the tasks, feedback from the group members as well the involved company founders/managers. Further details about the IBOD project, the evaluation components and guidelines for deliverables are provided on Canvas.
Class Assignments

The class assignments are designed for students to hone skills specific to IBD – these include, among others, networking, professional engagement, creativity, positive virtual presence.

Teamwork & Leadership

Possessing strong interpersonal skills in critical for IBD. Teamwork and leadership, specifically, is essential for success in today’s business world, particularly in an international and/or entrepreneurial setting. Working in a group can be an extremely rewarding as well as extremely frustrating experience. Each student will have the chance to evaluate the individual contributions of his/her team members in the middle and the end of semester. The focus of this evaluation will be on professionalism, leadership and other soft skills essential in international business development.

Quizzes

There will be several short quizzes given throughout the semester. The questions will relate to the material presented in class including lectures, cases and/or guest speakers. Each student can miss or drop one quiz with the lowest score. A makeup for quizzes are provided only in case of documented emergency.

Tentative Schedule of Topics

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Cases/Activities/Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:</td>
<td>Jan 23</td>
<td>Introduction to IBD</td>
</tr>
<tr>
<td>2:</td>
<td>Jan 30</td>
<td>IBD and Opportunities Search</td>
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<tr>
<td>3:</td>
<td>Feb 6</td>
<td>IBD and Opportunity Assessment</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>4:</td>
<td>Feb 13</td>
<td>IBD and Resources</td>
</tr>
<tr>
<td>5:</td>
<td>Feb 20</td>
<td>IBOD Updates #1</td>
</tr>
<tr>
<td>6:</td>
<td>Feb 27</td>
<td>IBD Strategies: Sales/Exporting</td>
</tr>
<tr>
<td>7:</td>
<td>Mar 5</td>
<td>IBD Strategies: Partnerships</td>
</tr>
<tr>
<td>8:</td>
<td>Mar 12</td>
<td>Cont’d</td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:</td>
<td>Mar 19</td>
<td>IBOD Updates #2</td>
</tr>
<tr>
<td>Week</td>
<td>Topics</td>
<td>Cases/Activities/Deliverables</td>
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<td>--------</td>
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<td>-------------------------------------------------------------------</td>
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<tr>
<td>10: Mar 26</td>
<td>IBD Strategies: Investment</td>
<td>Acquisition Documents &amp; Strategies</td>
</tr>
<tr>
<td></td>
<td>IBD &amp; Deal-Making</td>
<td>Lupin’s Foray into Japan</td>
</tr>
<tr>
<td>11: Apr 2</td>
<td>SPRING BREAK</td>
<td></td>
</tr>
<tr>
<td>12: Apr 9</td>
<td>IBD project work</td>
<td>“Networking in Practice” Assignment due</td>
</tr>
<tr>
<td>13: Apr 16</td>
<td>IBD Practice Presentations (video-recorded)</td>
<td>“Impress, Virtually” Assignment due</td>
</tr>
<tr>
<td>14: Apr 23</td>
<td>IBD Practice Presentations cont’d</td>
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<tr>
<td>15: April 30</td>
<td>IBD Final Presentations (video-recorded) (virtual session)</td>
<td>Peer eval due</td>
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<tr>
<td>16. May 7</td>
<td>IBD Final Reports</td>
<td>Due May 2 to Instructor &amp; Client</td>
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### Assessments and Grading

Course grades will be assigned in accordance with San Diego State University policy (see Graduate Bulletin, pp. 62-64). Graduate grades shall be: A (outstanding achievement, available for the highest accomplishment), B (average, awarded for satisfactory performance), C (minimally passing), D (unacceptable for graduate credit, course must be repeated), F (failing).

Table 1. Your course grade will be based on the following components

<table>
<thead>
<tr>
<th>Component</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. IBOD Project</td>
<td>50%</td>
</tr>
<tr>
<td>2. Class Participation &amp; Professionalism</td>
<td>5%</td>
</tr>
<tr>
<td>3. “Getting the Engagement” Assignment</td>
<td>5%</td>
</tr>
<tr>
<td>4. “Have You Thought about That?” Assignment</td>
<td>5%</td>
</tr>
<tr>
<td>5. “Networking in Practice” Assignment</td>
<td>5%</td>
</tr>
<tr>
<td>6. “Impress, virtually” Assignment</td>
<td>5%</td>
</tr>
<tr>
<td>7. Teamwork &amp; Leadership</td>
<td>5%</td>
</tr>
<tr>
<td>8. Quizzes</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95-100%</td>
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</tbody>
</table>

6
<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-</td>
<td>90-95%</td>
</tr>
<tr>
<td>B+</td>
<td>87-90%</td>
</tr>
<tr>
<td>B</td>
<td>83-87%</td>
</tr>
<tr>
<td>B-</td>
<td>80-83%</td>
</tr>
<tr>
<td>C+</td>
<td>77-80%</td>
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<tr>
<td>Etc.</td>
<td></td>
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</tbody>
</table>

**Grade of Incomplete.** A grade of Incomplete (I) indicates that a portion of required coursework has not been completed and evaluated in the prescribed time period due to unforeseen, but fully justified, reasons and that there is still a possibility of earning credit. It is your responsibility to bring pertinent information to the instructor and to reach agreement on the means by which the remaining course requirements will be satisfied. The conditions for removal of the Incomplete shall be reduced to writing by the instructor and given to you with a copy placed on file with the department chair until the Incomplete is removed or the time limit for removal has passed. A final grade is assigned when the work agreed upon has been completed and evaluated. An Incomplete shall not be assigned when the only way you could make up the work would be to attend a major portion of the class when it is next offered. Contract forms for Incomplete grades are available at the Office of the Registrar website.

**Communication**

Students are provided with an SDSU Gmail account, and this SDSU email address will be used for all communications. University Senate policy notes that students are responsible for checking their official university email once per day during the academic term. For more information, please see Student Official Email Address Use Policy here.

**Student Accommodations**

SDSU via the Student Ability Success Center (SASC) provides accommodations for students with documented disabilities or medical conditions covered under the Americans with Disabilities Act (ADA). In keeping with current public health guidance, I cannot provide arrangements to students without an ADA-qualified disability or medical condition.

If you are a student with a disability and are in need of accommodations for this class, please contact the Student Ability Success Center at sascinfo@sdsu.edu (or go to sdsu.edu/sasc) as soon as possible. Please know accommodations are not retroactive, and I cannot provide accommodations based upon disability until I have received an accommodation letter from the Student Ability Success Center. SASC registration and accommodation approvals may take up to 10-14 business days, so please plan accordingly.

**Student Privacy (FERPA) and Intellectual Property**

The Family Educational Rights and Privacy Act (FERPA) mandates the protection of student information, including contact information, grades, and graded assignments. I will use Canvas/email to communicate with you, and I will not post grades or leave graded assignments in public places. Students will be notified at the time of an
assignment if copies of student work will be retained beyond the end of the semester or used as examples for future students or the wider public. Students maintain intellectual property rights to work products they create as part of this course unless they are formally notified otherwise.

**Religious Observances**

According to the University Policy File, students should notify the instructors of affected courses of planned absences for religious observances by the end of the second week of classes.

**Reporting Academic Honesty**

The California State University system requires instructors to report all instances of academic misconduct to the Center for Student Rights and Responsibilities. Academic dishonesty will result in disciplinary review by the University and may lead to probation, suspension, or expulsion. Instructors may also, at their discretion, penalize student grades on any assignment or assessment discovered to have been produced in an academically dishonest manner.

**Academic Honesty**

The University adheres to a strict [policy regarding cheating and plagiarism](#). These activities will not be tolerated in this class. Become familiar with the policy. Any cheating or plagiarism will result in failing the course.

Examples of plagiarism and academic dishonesty include but are not limited to:

- Copying and pasting work from an online or offline source directly and calling it your own
- Using information you find from an online or offline source without giving the author credit
- Replacing words or phrases from another source and inserting your own words or phrases
- Submitting a piece of work you did for one class to another class
- Copying, in part or in whole, from another's test or other examination;
- Obtaining copies of a test, an examination, or other course material without the permission of the instructor;
- Collaborating with another or others in coursework without the permission of the instructor;
- Falsifying records, laboratory work, or other course data;
- Submitting work previously presented in another course, if contrary to the policies of the course;
- Altering or interfering with grading procedures;
- Assisting another student in any of the above;
- Using sources verbatim or paraphrasing without giving proper attribution (this can include phrases, sentences, paragraphs and/or pages of work);
- Copying and pasting work from an online or offline source directly and calling it one's own;
- Using information found from an online or offline source without giving the author credit;
- Replacing words or phrases from another source and inserting one's own words or phrases.

Use of ChatGPT or similar entities [to represent human-authored work] is considered academic dishonesty and is a violation of the Student Code of Conduct. Students who utilize this technology will be referred to the Center for Student Rights and Responsibilities and will face student conduct consequences up to, and including, suspension.

If you have questions on what is plagiarism, please consult the [policy](#) and this [helpful guide from the Library](#).
Under CSU policy, instructors must report instances of academic misconduct to the Center for Student Rights and Responsibilities for disciplinary review by the University, which may lead to probation, suspension, or expulsion. Instructors may also, at their discretion, penalize student grades on any assignment or assessment discovered to have been produced in an academically dishonest manner.

Unauthorized recording or dissemination of virtual course instruction or materials by students, especially with the intent to disrupt normal university operations or facilitate academic dishonesty, is a violation of the Student Conduct Code. This includes posting of exam problems or questions to on-line platforms. Violators may be subject to discipline.

**Turnitin**

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. You may submit your papers in such a way that no identifying information about you is included. Another option is that you may request, in writing, that your papers not be submitted to Turnitin.com. However, if you choose this option you will be required to provide documentation to substantiate that the papers are your original work and do not include any plagiarized material.

**Syllabus Updates**

Consistent with University policy, I retain the right to adjust course design, including assignments, assessments and deadlines. Any major changes to the course syllabus will be announced in class, communicated to all students electronically, and incorporated into an updated and posted version of the syllabus.