

Syllabus: Special Topics in International Business
International Entrepreneurship (4ECTS) SS 2024
040074

Course Instructor:

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Course Description and Objectives:

This course is designed to broaden the students' knowledge in the field of international business and international entrepreneurship. It considers the characteristics and behaviour of individual entrepreneurs as well as the entrepreneurial organization and entrepreneurial process. Specific topics include understanding the international entrepreneur; entrepreneurship and innovation as a process; opportunity identification competencies; cross-border expansion opportunities and challenges that entrepreneurs face in an international environment. The course thereby provides students with the opportunity to focus on specific issues facing small to medium sized enterprises, some of which are also family run firms. Students develop an understanding of the constraints and advantages in developing a new venture and managing the additional burden of internationalization, which for some new ventures is rapid or accelerated.

The course objectives are to:

- Describe the economic importance of entrepreneurship.
- Analyse and discuss the characteristics of international entrepreneurs.
- Identify the attitudes, values, characteristics, behaviours, and processes associated with successful international entrepreneurship and describe the role of the entrepreneur in creating value with international activity.
- Consider and analyse the ways in which entrepreneurs identify opportunity internationally, communicate value and manage risk.
- Understand the entrepreneurial organization and the international entrepreneurial process and culture.
- Consider phenomena such as immigrant entrepreneurship; returnee entrepreneurship etc. understand and discuss ethical dilemmas of firms acting in a global market context

Course Textbook and Additional Readings:

Exam preparation material.

The study material is based on book chapters, articles, and case studies, as described in detail in the syllabus. Moreover, at the end of each lesson, slides in .pdf/ppt format will also be provided and will be part of the exam preparation material.

Class Textbook:

Zucchella, A., Hagen, B., and Serapio, M. G. (2023). *International Entrepreneurship*, 2nd ed., Edward Elgar

Guest lectures: Readings will be assigned by the guest speakers

Student Assessment:

The examination is structured in three parts:

1. Class participation (10% of the final grade)
2. Midterm exam: Open-ended or multiple-choice questions covering the whole content of the course (45%)
3. Report and Presentation of a Group project - further details will be discussed on the first lecture (45%)

1 ≥ 88%

2 ≥ 75%

3 ≥ 63%

4 ≥ 50%

Course policies and useful information:

- All lectures take place on Monday at 15:00. Please see all information in Moodle.
- Both the course and the exams will be held in **English**.
- Students wishing to take this course *must register via u:find/u:space* (with points) during the registration period. The maximum number of participants is 50.
- Registered students who, for whatever reason, are not able to take the course *must de-register* electronically. The latest date by which the course can be dropped is March 10th. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session on March 4th (Introduction/Vorbereitung) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage and Moodle for any changes in dates/times or way of connecting online.

SESSIONS	AGENDA	REFERENCE READINGS
(1) 04.03.2024 Monday HS 9	Introduction to course: The setting the field and the international entrepreneur	Chapter 1
(2) 11.03.2024 Monday HS 9	International entrepreneurial organizations	Chapter 2
(3) 18.03.2024 Monday HS 17	<i>Extended Lecture: 15:00 – 17:30</i> Sensing, Seizing, and Transforming international entrepreneurial opportunities Processes of building and managing the international entrepreneurial firm	Chapter 3 Chapter 4
(4) 08.04.2024 Monday HS 15	<i>Extended Lecture: 15:00 – 17:30</i> International entrepreneurial entry: implementation processes	Chapter 5
(5) 15.04.2024 Monday HS 9	Midterm Examination	
(6) 22.04.2024 Monday HS 15	Reading Week – Preparation for Presentations	
(7) 29.04.2024 Monday HS 15	<i>Group presentations: Extended Lecture: 15:00 – 18:15</i>	
(8) 06.05.2024 Monday HS 15	<i>Group presentations: Extended Lecture: 15:00 – 18:15</i>	

List of additional readings:
Aldrich, H, & Zimmer, C. (1986). Entrepreneurship through social networks. In D Sexton & R Smilor (Eds.), <i>The art and science of entrepreneurship</i> (pp. 3–23). Cambridge, MA: Ballinger.
Alvarez, S, & Busenitz, L. (2001). The entrepreneurship of resource-based theory. <i>Journal of Management</i> , 27(6), 755–775.
Anderson, A. R., Drakopoulou Dodd, S., & Jack, S. L. (2012). Entrepreneurship as connecting: Some implications for theorising and practice. <i>Management Decision</i> , 50(5), 958–971.
Coviello, NE, Jones, MV., (2004) Methodological issues in international entrepreneurship research. <i>Journal of Business Venturing</i> , 19(4):485–508.
Coviello, NE, Munro, HJ., (1997) Network relationships and the internationalization process of small software firms. <i>International Business Review</i> , 6(4):361–386
Dimitratos P, Plakoyiannaki E, Pitsoulaki A, Tüselmann, HJ., (2010) The global smaller firm in international entrepreneurship. <i>International Business Review</i> , 19(6):589–606.

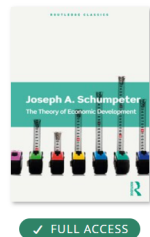
- Dimitratos, P., Plakoyiannaki, E. (2003). Theoretical Foundations of an International Entrepreneurial Culture. *Journal of International Entrepreneurship*, 187–215.
- Knight, F. (1921). Risk, uncertainty and profit. New York, NY: Harper.
- Knight, GA, Cavusgil, ST., (2004) Innovation, organizational capabilities and the born-global firm. *Journal of International Business Studies*, 35(2):124–141
- Oviatt, BM, & McDougall, PP., (1994) Toward a theory of international new ventures. *Journal of International Business Studies*, 25(1):45–64
- Oviatt, BM, & McDougall, PP., (2005a) Defining international entrepreneurship and modeling the speed of internationalization. *Entrepreneurship Theory and Practice*, 22:537–553
- Oviatt, BM, & McDougall, PP., (2005b) The internationalization of entrepreneurship. *Journal of International Business Studies*, 36:2–8
- Oviatt, BM, & McDougall, PP., (2005c) Toward a theory of international new ventures. *Journal of International Business Studies*, 36(1):29–41
- Oviatt, BM, & McDougall, PP., P (1995) Global start-ups: entrepreneurs on a worldwide stage. *Academy of Management Executive*, 9(2):30–43
- Reuber, A. R., Knight, G. A., Liesch, P. W., & Zhou, L. (2018). International entrepreneurship: The pursuit of entrepreneurial opportunities across national borders. *Journal of International Business Studies*, 49(4), 395–406
- Schildt, H. A., Zahra, S. A., & Sillanpää, A. (2006). Scholarly communities in entrepreneurship research: A co-citation analysis. *Entrepreneurship Theory and Practice*, 30(3), 399-415.
- Schumpeter, J. (1934). The theory of economic development. Cambridge, MA: Harvard University Press.
- Shane, S, & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25(1), 217–226
- Shane, S. (2003). A general theory of entrepreneurship. Cheltenham: Edward Elgar.
- Venkataraman, S. (1997). The distinctive domain of entrepreneurship research. In J Katz (Ed.), *Advances in entrepreneurship, firm emergence and growth* (pp. 119–138). Greenwich, CT: JAI Press.
- Welter, F. (2011). Contextualizing entrepreneurship– conceptual challenges and ways forward. *Entrepreneurship Theory and Practice*, 35(1), 165–184
- Williams, N., Plakoyiannaki, E., & Krasniqi, B. A. (2022). When Forced Migrants Go Home: The Journey of Returnee Entrepreneurs in the Post-conflict Economies of Bosnia & Herzegovina and Kosovo. *Entrepreneurship Theory and Practice*.
- Zahra, SA, George, G., (2002) International entrepreneurship: the current status of the field and future agenda. In: Hitt MA, Ireland RD, Camp SM, Sexton DL (eds) *Strategic entrepreneurship: creating a new mindset*. Blackwell Publishers, Oxford, 256–288
- Zahra, SA. (2005) A theory of international new ventures: a decade of research. *Journal of International Business*, 36(1):20–28

Additional information

Vienna University Library:

Seminal work: Schumpeter, J. (1934). The theory of economic development. **Taylor and Francis eBooks**

Home > Economics, Finance, Business & Industry > Economics > History of Economic Thought > The Theory of Economic Development



Book

The Theory of Economic Development

By Joseph A. Schumpeter

Edition	1st Edition
First Published	2021
eBook Published	17 May 2021
Pub. Location	London
Imprint	Routledge
DOI	https://doi.org.uaccess.univie.ac.at/10.4324/9781003146766
Pages	254
eBook ISBN	9781003146766
Subjects	Economics, Finance, Business & Industry, Social Sciences



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RELATED BOOKS



Book

Weber, Schumpeter

Entrepreneurship journals:

- Journal of Business Venturing (ABS 4)
- Entrepreneurship Theory and Practice (ABS 4)
- Strategic Entrepreneurship Journal (ABS 4)
- Small Business Economics (ABS 3)
- Journal of Small Business Management (ABS 3)
- Entrepreneurship and Regional Development (ABS 3)
- International Small Business Journal (ABS 3)

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