



040074 KU International Entrepreneurship (MA) | 2025SS

Chair of International Business: <https://international-business.univie.ac.at/>

Information about the course:

Course Details

4.00 ECTS (2.00 SWS) | compulsory attendance | continuous assessment | course format: on site | SPL 4 - Wirtschaftswissenschaften | Language: English

Course# 040074 | Start: Wednesday, March 5th, 15:00

Course Instructor: Univ.-Prof. Dr. Emmanuella Plakoyiannaki
Contact: e.plakogiannaki@univie.ac.at

Office hours for students: by appointment only

For all inquiries: please contact Ms. Viktoria Kiss, Email: viktoria.kiss@univie.ac.at

Tel. +43 1 4277-38012

Objectives & Content

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 Policies

The course has “prüfungsimmanenten Charakter”. Attendance is compulsory throughout the semester (see also Admission and Attendance Policies on our homepage).

Both the course and assessments (exam, report, presentation) are held in English. During the course active participation is required during all lessons.

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 by the 14th March 2025. 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 5th March 2025 (Introduction). As failure to do so will result in their exclusion from the course.

Course Structure

Lectures usually take place on Wednesdays from 3 pm till 4.30 pm, with the second lecture taking place exceptionally on **Tuesday** (see syllabus).

The presentations on the last two days of teaching will take the whole afternoon (3pm to 6.15 pm).

Assessment

The evaluation is structured as follows:

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

Exam preparation material:

The study material is based on book chapters, articles, and case studies, as described in detail in the syllabus. Selected Chapters will be available on Moodle. 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.

A minimum of 50 percent of the points needs to be attained overall to pass the course. The grading system is as follows:

[88% - 100% | 1](#)

[75% - 87% | 2](#)

[63% - 74% | 3](#)

[50% - 62% | 4](#)

Dates & Content

Session	Date/Time	Room	Agenda	Reference Readings
(1)	5 March 2025 (3 pm – 4.30 pm)	HS 7	Introduction to course: The setting the field and the international entrepreneur	<i>Zucchella et al. (2018)</i> Chapter 1
(2)	11 March 2025 (3 pm – 4.30 pm)	HS 10	International entrepreneurial organizations INVs & Global Startups	<i>Zucchella et al. (2018)</i> Chapter 2 <i>Pruthi and Mitra (2023)</i> Chapter 5 & 12
(3)	19 March 2025 (3 pm – 4.30 pm)	HS 7	What is an entrepreneurial opportunity? Sensing, seizing, and transforming international entrepreneurial opportunities	<i>Barringer and Ireland (2016)</i> Chapter 2 <i>Zucchella et al. (2018)</i> Chapter 3
(4)-(5)	26 March 2025 (3 pm – 6.15 pm) <i>Extended Lecture</i>	HS 7 HS 8	<i>Guest Lecture</i> Entrepreneurial Opportunities: Effectuation and Causation Logics	<i>Zucchella et al. (2018)</i> Chapter 3
(6)-(7)	02 April 2025 (3 pm – 6.15 pm) <i>Extended Lecture</i>	HS 7 HS 8	<i>Guest Lecture: i5growth</i> Future trends in International Entrepreneurship	<i>Pruthi and Mitra (2023)</i> Chapter 13
(8)	09 April 2025 (3 pm – 4.30 pm)	HS 14 (HS 7)	Midterm Exam	
(9)	30 April 2025		Reading Week – Preparation for Presentations	
(10)	07 May 2025 (3 pm – 6.15 pm)	HS 7 HS 5	<i>Group presentations</i>	
(11)	14 May 2025 (3 pm – 6.15 pm)	HS 7 HS 7	<i>Group presentations</i>	

Literature

Class Textbook:

Zucchella, A., Hagen, B., and Serapio, M. G. (2018). *International Entrepreneurship*, 2nd ed., Edward Elgar. Link: [International entrepreneurship - Universität Wien](#)

Pruthi, S., and Mitra, J. (2023). *Global Entrepreneurship & Innovation*, 1st ed., Sage.

Guest lectures: Readings will be assigned by the guest speakers

Additional Readings:

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

Entrepreneurship journals:

- Journal of Business Venturing (ABS 4)
[Journal of business venturing. - Universität Wien](#)
- Entrepreneurship Theory and Practice (ABS 4)
[Entrepreneurship theory and practice. - Universität Wien](#)
- Strategic Entrepreneurship Journal (ABS 4)
[Strategic entrepreneurship journal. - Universität Wien](#)
- Small Business Economics (ABS 3)
[Small business economics. - Universität Wien](#)
- Journal of Small Business Management (ABS 3)
[Journal of small business management. - Universität Wien](#)
- Entrepreneurship and Regional Development (ABS 3)
[Entrepreneurship and regional development. - Universität Wien](#)
- International Small Business Journal (ABS 3)
[International small business journal. - Universität Wien](#)