### Syllabus: Special Topics in International Business - International Entrepreneurship

(4 ECTS) WS 2023/24 (040035)

<table>
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<tr>
<th>Course Instructor:</th>
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<tr>
<td>Univ.-Prof. Dr. Emmanuella Plakoyiannaki</td>
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<td>Professor</td>
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<td>Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics, Department of Marketing and International Business</td>
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<td>For further questions please Ms Judith Ladenstein, email: <a href="mailto:judith.ladenstein@univie.ac.at">judith.ladenstein@univie.ac.at</a></td>
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<tr>
<td>Webpage: <a href="https://international-business.univie.ac.at/">https://international-business.univie.ac.at/</a></td>
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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 details 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:**
Guest lectures: Readings will be assigned by the guest speakers

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**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%

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**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 deregister electronically. The latest date by which the course can be dropped is October 8th

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 October 2nd (Introduction/Vorbesprechung) 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.

**Additional Readings:**
To be specified in the class.
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<tr>
<th>SECTIONS</th>
<th>AGENDA</th>
<th>REFERENCE READINGS</th>
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| (1) 02.10.2023  Monday  
HS 8 | Introduction to course: The setting the field and the international entrepreneur | Chapter 1 |
| (2) 09.10.2023  Monday  
HS 8 | International entrepreneurial organizations | Chapter 2 |
| (3) 16.10.2023  Monday  
HS 8 | Sensing, Seizing, and Transforming international entrepreneurial opportunities | Chapter 3 |
| (4) 23.10.2023  Monday  
HS 8 | Processes of building and managing the international entrepreneurial firm | Chapter 4 |
| (5) 30.10.2023  Monday  
HS 8 | International entrepreneurial entry: implementation processes | Chapter 5 |
| (6) 06.11.2023  Monday  
HS 8 | Midterm Examination | |
| (7) 13.11.2023  Monday | Reading Week – Preparation for Presentations | |
| (8) 20.11.2023  Monday  
HS 8 | Group presentations: Extended Lecture: 15:00 – 18:15 | |
| (9) 27.11.2023  Monday  
HS 8 | Group presentations: Extended Lecture: 15:00 – 18:15 | |

List of additional readings:


**Additional information**

**Vienna University Library:**


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)

Empowering Entrepreneurship at the University of Vienna

*Do you want to exploit your knowledge and make a difference in the world? Start and develop your own company or social enterprise? Build on your future? The University of Vienna helps get you started!*

As part of the "Entrepreneurship @ University of Vienna” program, the university organizes innovation workshops, support to spin-offs, consulting to start-ups and entrepreneurial master classes, with the aim of supporting entrepreneurial ideas.

For more information about the program and upcoming events: [https://entrepreneurship.univie.ac.at/](https://entrepreneurship.univie.ac.at/)
For more information about innovations labs: [https://digital-ilab-2023.univie.ac.at/](https://digital-ilab-2023.univie.ac.at/)