

## **GLOBAL ENTREPRENEURSHIP**

### ***School of Business - Marketing and Management Studies***

<b>Course Number:</b> <b>MGT2248</b>	Contribution to Program: Core	<b>Educators:</b> Chris Castillo <a href="mailto:castilc@algonquincollege.com">castilc@algonquincollege.com</a> Norman Hotchkiss <a href="mailto:hotchkn@algonquincollege.com">hotchkn@algonquincollege.com</a> Doug Marshall <a href="mailto:marshad@algonquincollege.com">marshad@algonquincollege.com</a>
Applicable Program: Small and Medium Enterprise Management	<b>AAL: 3</b>	Approval Date: January 2008
Course Hours: Delivered: 60 Normative: 60	Pre-requisites: None	Approved By: Jim Kyte Title: Acting Chair
	Co requisites: none	Approved for Academic Year: 2007-2008

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### ***COURSE DESCRIPTION***

Students are required to prepare for each module having read the required text chapter, and are required to take part in the in-class discussion and application work as well as out-of class components of the course.

This course focuses on business-entry into the international marketplace with special attention on identifying the barriers to entry. From a global entrepreneurship perspective, students will examine the role of international trade research in identifying opportunities, the role of federal institutions in assisting entrepreneurs to identify threats and reduce the risk of failure, the process of importing and exporting goods, the legal aspects of international trade, the growing role of C.S.R. (Corporate Social Responsibility), the nature of trade financing when buying or selling internationally, and the role of e-commerce in developing a global business presence.

Throughout the course, students will be exposed both to sources of information on the international marketplace and to the basic terminology being used in that marketplace.

***RELATIONSHIP TO PROGRAM LEARNING OUTCOMES***

<p><b><i>This is a vocational course that supports learning in the following vocational program standards:</i></b></p>	<p><b><i>This course contributes to your program by helping you to achieve the following Essential Employability Skills (EES) standards:</i></b></p>
<ol style="list-style-type: none"> <li>1. Communicate business-related information persuasively and accurately in oral, written, and graphic formats.</li> <li>2. Work in a manner consistent with law and professional standards, practices, and protocols.</li> <li>3. Take into account the interrelationship among the functional areas of a business.</li> <li>4. Work effectively with co-workers, supervisors, and others.</li> <li>5. Apply research skills to gather and interpret available information.</li> <li>6. Apply creative problem-solving skills to address business problems and opportunities.</li> <li>7. Develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities.</li> <li>8. Apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment.</li> <li>9. Recognize the economic, social, political, and cultural variables, which impact, on a business.</li> </ol>	<ol style="list-style-type: none"> <li>1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</li> <li>2. Apply a systematic approach to solve problems.</li> <li>3. Use a variety of thinking skills to anticipate and solve problems.</li> <li>4. Analyze, evaluate and apply relevant information from a variety of sources.</li> <li>5. Show respect for the diverse opinions, values, belief systems, and contributions of others.</li> <li>6. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.</li> <li>7. Manage the use of time and other resources to complete projects.</li> <li>8. Take responsibility for one's own actions, decisions, and consequences.</li> </ol>

## ***COURSE CURRICULUM***

### ***1. Course Learning Requirements/Embedded Knowledge and Skills***

<i>Course Learning Requirements</i>	<i>Knowledge and Skills</i>
<b><i>To earn credit for this course, you must reliably demonstrate your ability to:</i></b>	
<ul style="list-style-type: none"> <li>Develop an International Business Project of a chosen country by researching relevant facts on the business environment, culture, and economy using appropriate resources.</li> </ul>	Perform culture and economic analysis through <ul style="list-style-type: none"> <li>- researching historic trends, geography, religions, living conditions, cultures, languages,</li> <li>- population characteristics, economic stats and activity, science and technology, channels of distribution, media availability</li> <li>- understanding Canada's place in the world</li> </ul>
<ul style="list-style-type: none"> <li>Assess the business potential of a proposed overseas venture using appropriate information sources and methods of analysis.</li> </ul>	Conduct a Market and Competitive Analysis by: <ul style="list-style-type: none"> <li>- Evaluating perceptions of products</li> <li>- Assessing probable products acceptances</li> <li>- Determining market characteristics</li> <li>- Evaluating market size</li> <li>- Evaluating competitor products</li> <li>- Assessing government participation in the market</li> </ul>
<ul style="list-style-type: none"> <li>Make appropriate international marketing decisions using both qualitative and quantitative information.</li> </ul>	Identifying and using Sources of International Information such as publications, data basis, internet, governments, associations etc.
<ul style="list-style-type: none"> <li>Describe the steps necessary to undertake market research and techniques of international marketing including negotiate international business agreements.</li> </ul>	Developing a marketing plan for international market <ul style="list-style-type: none"> <li>- the process of market research</li> <li>- implementing the marketing strategy</li> <li>- conducting negotiations</li> </ul>
<ul style="list-style-type: none"> <li>Describe the basic elements of an international business plan and an international marketing plan</li> </ul>	Conducting the work needed for the planning cycle <ul style="list-style-type: none"> <li>-current situation, collecting data, identifying competitive advantage, selecting international objectives, human resource selection, market evaluation and resource requirements</li> </ul>

### ***2. Learning Resources***

Required Textbook:

**Global Entrepreneurship**, Forum for International Trade Training (FITT)

ISBN: 88880022311

See Black Board Links for additional resources.

### ***3. Teaching/Learning Methods***

***During this course you are likely to experience with in and out of class activities include:***

- a. Individual reading and research
- b. Using information technology as a research tool
- c. Using information technology to prepare and give presentations
- d. Case studies
- e. Making oral presentations
- f. Group discussions, discussions on line, discussions in class

- g. Lectures
- h. Application Exercises in class, out-of class, and on-line
- i. Group work and projects

**4. Learning Activities and Assessment**

***Samples of learning activities include:***

- Solving problems, making decisions and answering questions related to international business situations
- Developing international business plans and business plans
- Conducting case studies
- Role playing international commercial negotiations
- Presenting international reports

**5. Evaluation/Earning Credit**

<i>Evaluation Method</i>	<i>Grade WT %</i>
<b>International Business Project</b>	<b>40</b>
<b>Participation</b>	<b>15</b>
<b>2 Case Studies (10% each)</b>	<b>20</b>
<b>Mid Term Examination</b>	<b><u>25</u></b>
	<b>100%</b>

The *class participation* includes attendance and the requirement that the student attend class, actively contributes to in-class and oral question periods.

The final evaluation is communicated to you in a letter grade format by the Registrar’s Office.

***Plagiarism will not be tolerated.***

Plagiarism will be dealt with firmly, starting with a mark of zero for the assignment and proceeding to the full disciplinary actions as outlined in Algonquin College policies. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (**Directive E16**).

***Msn and Email during class time will not be tolerated as outlined in the policy set out for the Management and Marketing Department.***

**Students With Disabilities:**

If you are a student with a disability, please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

**Harassment/Discrimination/Violence Policy:**

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender- or disability-related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

**Software Copyright:**

In the past few years the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding twenty five thousand dollars or to imprisonment for a term not exceeding six months or to both". The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or to imprisonment for a term not exceeding five years or to both".

Making a copy of a software package for your own use other than a backup copy of a package that you have purchased allowed in your licence agreement would make you liable for the above penalties.

**6. *Prior Learning Assessment***

NIL

**Course Assessment:**

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities.

*Student Success Specialist is located in Room B434b, Telephone 727-4723, ext. 7120*

*Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.*

**Course Content - Tentative Schedule - MGT 2248**

Module	Week	Week of	Module Topic	Text Chapter	In-Class Activity	Assignments	Exam/ Quiz
1	1	Jan 7 <sup>th</sup>	<b>Global Marketing</b>	Chapter 1	- Student Introduction - Overview of Course - Discussion & Application - International Business Project Overview	- initial research on business ideas	
2	2	Jan 14 <sup>th</sup>	<b>The Global Economy</b>	Chapter 2	- Discussion & Application	- Form Teams for International Business Project	
3	3	Jan 21 <sup>st</sup>	<b>Canada's Place in the World</b>	Chapter 3	- Discussion & Application	- <b>Approval Given for Country/Concept through meeting with Team Leader</b>	
4	4	Jan 28 <sup>th</sup>	<b>Buying and Selling Internationally</b>	Chapter 4	- Discussion & Application - In Class Application Exercise - <b>Team Contracts Due</b>	- Case Study One due second class	
5	5	Feb 4 <sup>th</sup>	<b>International Trade Rules</b>	Chapter 5	- Discussion & Application - In Class Application Exercise		
6	6	Feb 11 <sup>th</sup>	<b>The Export Process</b>	Chapter 6	- Discussion & Application - In Class Application Exercise		
7	7	Feb 18 <sup>th</sup>	<b>The Import Process</b>	Chapter 7	- Discussion & Application - In Class Application Exercise	- <b>Group Project Check-In Meeting (Mandatory attendance)</b>  - Case Study Two due second class	
	8	Feb25 <sup>th</sup>	<b>Study Break</b>				
8	9	Mar 3 <sup>rd</sup>	<b>Mid Term Review 1<sup>st</sup> class</b>  <b>Mid Term Exam 2<sup>nd</sup> class</b>				Mid Term
9	10	Mar 10 <sup>th</sup>	<b>The International Business Plan &amp; International Marketing Research</b>	Chapter 8 & Chapter 9	- Discussion & Application - Mid Term Post Mortem - In Class Application Exercise		
10	11	Mar 17 <sup>th</sup>	<b>Trade Financing</b>	Chapter	- Discussion & Application	- <b>Group Project Check- in Meeting</b>	

				10	- In Class Application Exercise	<b>(Mandatory attendance)</b>	
11	12	Mar 24 <sup>th</sup>	<b>Logistics &amp; Distribution; Negotiating Abroad</b>	Chapter 11 & 13	- Discussion & Application - In Class Application Exercise		
12	13	Mar 31 <sup>st</sup>	<b>Project Presentations start 1<sup>st</sup> class</b>		- Discussion & Application - <b>Projects Due at the beginning of 1<sup>st</sup> class – Late Project will be penalized</b> - <b>Peer Evaluations and Contribution Reports due – Late submissions will be penalized</b>		
	14	April 7 <sup>th</sup>	<b>Project Presentations Con't</b>		- Presentations this week		
	15	April 14 <sup>th</sup>	<b>Course Wrap Up Tentative Guest Speaker</b>				