

Prifysgol Wrexham Wrexham University

Module specification

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Module Code	BUS7F6
Module Title	International Entrepreneurship
Level	7
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	NA

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc International Business and Management	Core
MSc International Business and Management with Advanced Practice	Core

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	30 hrs
Placement hours	0 hrs
Guided independent study hours	270 hrs
Module duration (Total hours)	300 hrs

Module aims

The aims of the module are to explore different entrepreneurial processes, concepts, theoretical models, and the role culture plays on how to start, develop, and manage a global venture. You will understand how environmental factors affect international entrepreneurship and discover how entrepreneurs make choices on a domestic & international level, including international expansion whilst looking at the global monetary environment in preparation to understand how a global business plan should be developed. This module demonstrates the degree of technical, applied, and skills-based components required for a Business MSc.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Critically evaluate theories, models or frameworks underpinning international entrepreneurship.
2	Analyse the influences and challenges global environments and ecosystems have on entrepreneurial strategy and decision-making.
3	Explore the role of AI and analytical tools in shaping global entrepreneurial activity and venture scalability.
4	Critically examine contemporary debates in international entrepreneurship.
5	Formulate innovative, evidence-based solutions to complex and ambiguous ventures.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Presentation

Word count – 500 words / 5 slides

You will design, and present an academic poster examining theories, models, and frameworks underpinning international entrepreneurship and global decision-making. This is followed by a short, structured viva where students explain:

- Why specific theories were selected
- How they relate to international entrepreneurial contexts
- What limitations or tensions exist between frameworks

Assessment 2: Portfolio

Word count – 3,000 words

Part 1 – presentation

You will present a 10-minute pitch for a venture concept, as an evidence-based articulation of a new business idea. You will demonstrate how you have used AI and analytical tools (e.g. PESTLE, value proposition, Porter, predictive analytics, sentiment analysis, AI assisted financial modelling, AI generated scenarios) to evidence strategic thinking, market insights and feasibility.

Your pitch will consist of:

- 1) Your business idea
- 2) Explanation of how your venture concept is data driven, internationally orientated, enhanced by AI insights, and strategically grounded in analytical tools.

Part 2 – critical analysis

You will write an international entrepreneurship strategy based on your venture concept from part 1, drawing on knowledge from learning outcomes 1 and 2, and integrating contemporary debates with self-reflective insights into strategic decision making, demonstrating one's own entrepreneurial mindset, risk orientation, and leadership capabilities.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Presentation	500 words, 10 mins	40%	N/A
2	3, 4, 5	Portfolio	3000 words	60%	N/A

Derogations

N/A

Learning and Teaching Strategies

The teaching and learning for this module will focus on a scaffold approach, and will include action learning sets, industry integration and applied workshops.

Students will learn through a variety of formats including lectures, seminars, tutorials, group work, focus groups, group, peer and individual work, facilitated learning (e.g. scale-up), as well as independent directed study. The university's Active Learning Framework (ALF) will be learner-centred and integral to this strategy, enhancing student engagement, participation and interaction. The ALF framework will focus on the construction of knowledge through activities, to develop thinking, problem-solving and collaboration.

This module will be delivered through block teaching, to deepen learning, focus, and knowledge retention. Integrated learning, including where possible simulation and the use of immersive learning spaces will underpin formative and summative assessment, and allow for integrative peer collaboration.

Modes of delivery will include on campus and blended, enabling greater flexibility for learning and engagement. As the summative assessment builds throughout the module, it will create opportunities to conceptualise learning, critical thinking, networking, and applied knowledge.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

1. Foundations of international entrepreneurship
2. Global recognition, opportunity and innovation
3. Entrepreneurial ecosystems and institutional environments
4. International market entry strategies
5. Cross-cultural leadership
6. Team dynamics
7. Venture financing
8. Digital and technology driven entrepreneurship
9. Sustainability, responsible and social entrepreneurship
10. Scaling and managing of international growth

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

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

Other indicative reading:

Knight, G., Khan, Z. and Nummela, N. (2025), 'Born Globals, International New Ventures, and International Entrepreneurship: Reflections and a Research Agenda', *International Business Review*, Vol.34, No.4, pp. 102421–12. DOI: 10.1016/j.ibusrev.2025.102421.

Reuber, A.R., Knight, G.A., Liesch, P.W. and Zhou, L. (2018), 'International Entrepreneurship', *Journal of International Business Studies*, Vol.49, No.4, pp. 395–406. DOI: 10.1057/s41267-018-0149-5.

Administrative Information

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