

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS7C5
Module Title	International Entrepreneurship
Level	7
Credit value	20
Faculty	Social and Life Sciences
HECoS Code	100085
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc International Business Management	Core
MSc International Business Management	Optional
MSc International Business and Finance Management	Optional
MSc International Marketing Management	Optional
MSc International Hospitality and Tourism Management	Optional
MSc International Health Services Management	Optional
MSc International Human Resource Management	Optional
MSc International Business and Data Analytics Management	Optional
MSc International Business and Supply Chain Management	Optional
MSc International Business Management with Advanced Practice	Core
MSc International Business and Finance Management with Advanced Practice	Optional
MSc International Marketing Management with Advanced Practice	Optional
MSc International Hospitality and Tourism Management with Advanced Practice	Optional
MSc International Health Services Management with Advanced Practice	Optional
MSc International Human Resource Management with Advanced Practice	Optional
MSc International Business and Data Analytics Management with Advanced Practice	Optional
MSc International Business and Supply Chain Management with Advanced Practice	Optional

Breakdown of module hours

Learning and teaching hours	20 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	20 hrs
Placement hours	0 hrs
Guided independent study hours	180 hrs
Module duration (Total hours)	200 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.

Module Learning Outcomes

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

1	Critically evaluate and interpret the issues, concepts, and relevant theoretical models of entrepreneurship in a global context.
2	Critically identify international opportunities for entrepreneurs to expand current ventures and critically discuss the environmental factors that may impact positively and negatively on the ability to develop those ventures.
3	Critically discuss the logistics behind the implementation and management of a global entrepreneurial strategy and demonstrate creativity and innovation through the development of a global expansion implementation plan.
4	Critically examine the impact of international venture failure, and make recommendations for improvement and success.

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:

The group project assignment comprises of group (2 tasks) and individual tasks (3 tasks), the word count/load is distributed among the tasks in line with the weighting for each task as detailed in the assignment brief.

Development of a poster presentation to guide domestic entrepreneurs on how to expand their current venture, globally.

Evidenced research of the different international concepts, issues & cultural considerations to global expansion referencing relevant models & theories.

Analysis of a suitable SME (domestic or global) and presentation of an international expansion plan.

Development of a global entrepreneurial strategy and the steps your SME organisation should take to become an international entrepreneurial company.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4	Group Project	3000	100	N/A

Derogations

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute to classroom learning as a means of developing critical skills, and to strengthen their knowledge and understanding of theory to practice. Lectures will be structured to encourage individual and group activities using real world case studies and live business examples enabling students to develop their collaborative, decision making, judging and evaluating skills, as well as key transferable employability skills. In addition, students will be encouraged to undertake self-directed study and further research on their chosen area of study, as well as related topics, to acquire additional perspectives which will provide them with a greater understanding of the business topics within organisations and the wider environment.

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

- International entrepreneurship: Importance, Issues & Concepts
- International VS Domestic Entrepreneurship
- International Expansion & importance of global business
- Strategic Entrepreneurship
- Choosing International Business opportunities

- The Global Monetary System
- Developing a Global Business Plan
- Implementing and managing a Global Entrepreneurial Strategy

Indicative Bibliography

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

Essential Reads:

Hisrich, R.D. (2015) *International Entrepreneurship: Starting, Developing & Managing a Global Venture*. SAGE publications, inc.

Other indicative reading:

Baron R, & Hmieleski, K. (2018) Essentials of Entrepreneurship, Changing the World One Idea at a Time. (2nd Ed) Edward Elgar Publishing

Blundel, R. Lockett, N. & Wang, C (2017) Exploring Entrepreneurship. (2nd Edition) Sage Publications

Brown, T. (2019) Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. New York: Harper Business

Neck, H.M., Neck, P., Murray, E. (2020) Entrepreneurship: The Practice and the Mindset, SAGE publications

Zucchella, A., Hagan, B., Serapio, M.G., (2018), International Entrepreneurship, Edward Elgar Publishing

Journals

Entrepreneurship: Theory and Practice. Journal

Journal of Small Business & Management. Journal

International Journal of Entrepreneurship.

Entrepreneurship of Regional Development

Journal of Business Venturing

Journal of Management Studies

Harvard Business Review

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Administrative Information

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Version number	2