

### Module description

**Field of study** HES-SO Business, Management and Services

**Degree course** Master of Science HES-SO in Business Administration

<b>1 Title of module</b>		<b>International Entrepreneurship</b>		<b>2021-2022</b>
<b>Code</b> E.MScBA.390.OE33.E.21	<b>Type of course *</b> <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other			
<b>Level</b> <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<b>Description</b> <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	<b>Type of module</b> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<b>Time schedule</b> <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres	
<b>2 Organisation</b>				
<b>ECTS Value</b> 5	<b>Language</b> <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Russian <input type="checkbox"/> French - English <input type="checkbox"/> French - German - English <input type="checkbox"/> German - English	<input type="checkbox"/> English - Chinese <input type="checkbox"/> French <input type="checkbox"/> French - German <input type="checkbox"/> German		
<b>3 Prerequisites</b>				
<input type="checkbox"/> The following module(s) must have been validated <input type="checkbox"/> The following module(s) must have been attended <input checked="" type="checkbox"/> none <input type="checkbox"/> other				
<b>Other prerequisites</b>				
<b>4 Skills to be gained / general learning objectives</b>				
<p>The objective of the course is to create an understanding of how entrepreneurs venture into the international business arena. The course draws heavily on theories in the field of emerging economies, branding and international business development. It sets great store by applying theoretical concepts to practical business problems. This module is designed in such a manner as to provide a cohesive core understanding of the successful internationalization of a new venture.</p> <p>Sales skills and international discovery behaviour is expected as well, and students will acquire strategies of intercultural communication and use them in practical tasks from the business world.</p> <p>This course provides detailed exposure of business to business and personal selling techniques. Emphasis is placed on creating a sales strategy, the planning and delivery of sales presentations, and techniques to persuade people to change their opinions and beliefs in face-to-face meetings.</p> <p>Students will be able to identify and evaluate branding issues relevant to new and existing business situations as well as as using them appropriate.</p>				
<b>5 Teaching and content</b>				
<p>The course is an introduction and overview of the field of emerging economies and International Entrepreneurship. It deals with the critical factors of initiating and managing new ventures across national borders. Particular attention is paid to the characteristics of entrepreneurs, the opportunity recognition process, new venture strategies, multicultural management, born globals. A special emphasis is given to strategies for finding, assessing, as well as entering foreign markets, with focus on emerging economies.</p> <p>This course will focus on the most important aspects of International Entrepreneurship and Business Development: how to create a sales strategy, manage the sales process, and convince skeptical customers to believe in you and your solution. They learn how to formulate an account strategy based upon customer politics, evaluator psychology, and the human nature of decision makers that are unique to every business. Understanding of how to manage the sales process and how to become a more persuasive person rounds the course up.</p> <p>This course makes extensive use of self-paced online lectures, lectures as well as company visits, literature analysis and case discussions &amp; presentations.</p>				
<b>6 Assessment and validation methods</b>				
<p>Lectures are used in different parts of the module to outline general theories, and workshops will be utilized for more detailed examination and to deepen understanding of theories. Students are expected to be well prepared and to participate actively in discussions during the workshops and different project activities.</p> <p>Final grade is determined as follows:            Group work Branding/IP = 30%            Sales Management Experience = 30%            Reflective journal on emerging markets &amp; International Entrepreneurship = 40%</p> <p>In case of a remediation exam, the module head informs early enough the student about the form of the exam, which can be different than the original one.</p>				

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**7 Reassessment requirements \***

- reassessment possible
- no reassessment
- other (please specify below)

**7a Reassessment requirements (if module is repeated) \***

- reassessment possible
- no reassessment
- other (please specify below)

**other reassessment modalities**

**8 Remarks**

**9 Bibliography**

- Hollensen, S. (2011): Global Marketing: A decision-oriented approach, 5th ed., London
- Konecnik, M. & Ruzzier, M. & Hisrich, R.D. (2013): Marketing for Entrepreneurs and SME's, Cheltenham, Northampton
- Blank, St. (2013): The four steps to the Epiphany, fifth Edition
- Baldegger, R.J. & Schüffel, P.E. (2008): The Process Model of Internationalization and the International New Venture Framework, Fribourg, Bern, New York
- Baldegger, R. J. & Wyss, P. (2007): Profiling the Hybrid: Born-again Global Firms, Fribourg, Bern, New York
- Adler, G. & Amann, W. (2011): Case writing for executive education, Charlotte
- Ellet, W. (2007): The Case Study Handbook, HBR, Boston
- Bjerke, B. & Hultman, C.M. (2002): Entrepreneurial Marketing: The Growth of Small Firms in the New Economic Era, Cheltenham, Northampton
- Robert, D. Hisrich (2016): International Entrepreneurship, third edition, Sage publications, UK

**10 Teaching staff**

**Name of head of module \***

Carlos Da Silva & Raphaël Gaudart

**Description validated on \***

16.08.2021

**Description validated by \***

Raphaël Gaudart