

ENTR621

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : ENTR621 **Title :** International Entrepreneurship

Length of Course : 8

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course focuses on international opportunity for new and emerging ventures; market analysis; exporting; joint ventures, regional, legal, and cultural issues; and financing foreign ventures. The course provides students with an understanding of the complexities faced by entrepreneurs doing business in a global environment and with knowledge to help them be successful within the global context.

Course Scope:

The intended goal of ENTR621 is for a graduate student with an existing product and, or service that is ready, or near ready for market to investigate the feasibility to launch overseas.

ENTR621 has practical strategies and applications for the International Entrepreneur to enter a foreign market and successfully scale from exporting to foreign direct investment based upon current academic and business practices. A final summative deliverable of the course is a strategic plan for continuous operations or an exit strategy.

Objectives

1. Analyze the international market for opportunity.
 2. Differentiate between international strategic alliances for entrepreneurs.
 3. Evaluate regional, legal, and cultural issues in a specific international environment.
 4. Prioritize the financial needs of your venture in the international arena.
 5. Design a financial plan for international entrepreneurship.
 6. Implement a strategic plan to be successful as an international entrepreneur.
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Outline

Week 1: As an entrepreneur identify an international opportunity

Course Objectives

CO1. Analyze the international market for opportunity.

Week 2: Is a strategic alliance the best approach for you?

Course Objectives

CO2. Differentiate between international strategic alliances for entrepreneurs.

Week 3: Identify a country whose culture is suitable for your innovation

Course Objectives

CO3. Evaluate regional, legal, and cultural issues in a specific international environment.

Week 4: What are the financial needs of your international firm

Course Objectives

CO4. Prioritize the financial needs of your venture in the international arena

Week 5: How do plan to raise the money you need for your venture?

Course Objectives

CO5. Design a financial plan for international entrepreneurship.

Week 6: What are the legal and regulatory considerations for your venture

Course Objectives

CO3. Evaluate regional, legal, and cultural issues in a specific international environment.

CO6. Implement a strategic plan to be successful as an international entrepreneur.

Week 7: Implementing and managing your global entrepreneurial strategy

Course Objectives

CO6. Implement a strategic plan to be successful as an international entrepreneur.

Week 8: Leadership strategy for exit or continuous operations

Course Objectives

CO6. Implement a strategic plan to be successful as an international entrepreneur.

Evaluation

Grading:

Name	Grade %
Forums	30.00 %
Forum - Introduction	4.29 %
Forum 1 - International Market	4.29 %
Forum 2 - Strategic Alliances	4.29 %
Forum 3 - Relationship Strategy	4.29 %
Forum 4 - Financial Needs	4.29 %
Forum 6 - Legal Environment	4.29 %
Forum 7 - Being Successful	4.29 %
Assignments	40.00 %
Assignment 1 - Market Audit	8.00 %
Assignment 2 - Partnership Synopsis	8.00 %
Assignment 4 - Pro-Form Financing	8.00 %
Assignment 5 - Elevator Pitch	8.00 %
Assignment 6 - Corruption Practices	8.00 %
Summative Project	30.00 %
Summative Project - Country Notebook	30.00 %

Materials

Book Title: International Entrepreneurship: Starting, Developing, and Managing a Global Venture, 3rd ed.

Author: Robert D. Hisrich

Publication Info: Sage

ISBN: 9781483344393

Book Title: Entrepreneurship: An International Introduction

Author: Dafna Kariv

Publication Info: Routledge

ISBN: 9780415561204

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- [Tutor.com](https://www.tutor.com) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these

resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.
- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arrangements have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to

other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.

- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.
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University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

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