

Syllabus

- **Course:** Global Entrepreneurship
 - **Credits:** 6 ECTS
 - **Program:** Study Abroad
 - **Module:** Elective
 - **Subject:** Business Org. And Administration
 - **Code:** 802918
 - **Abbreviation:** MA12
 - **Subject coordinator:** Mariona Vila Bonilla
 - **Academic Year:** 2023-2024
 - **Session:** October
 - **Semester:** Second (fourth course, spring semester)
 - **Campus:** Barcelona
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01. Faculty

01.1 Subject Coordinator

Dra. Mariona Vilà Bonilla

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02. Presentation

02.1 Description

Starting and managing a new business is a risky albeit potentially rewarding undertaking. The complexity and challenges (as well as the potential payoffs) facing entrepreneurs and business managers vary across different countries and are even greater when their business ventures are international in scope. This course addresses the issues specific to international venturing including search and identification of opportunities in foreign markets, logistics of international business expansion, cross-cultural business communication, and international sourcing, international deal-making and networking.

03. Competencies

03.1 Subject Competences

Specific Competences

CEEMP01 – Students will be familiar with the basic terminology of key business organization and strategic direction concepts.

CEEMP04 – Students will be able to develop techniques to analyze and solve management, structure and organizational issues via effective company management.

CEEMP06 – Students will be familiar with current trends regarding a company's social functions as well as the most important elements of the sector activity and from there being able to design company organization, direction, production and control.

CEEMP07 – Students will be able to analyze the most relevant characteristics of different types of companies, identifying the functions and interrelationships of their organization.

CEEMP08 – Student will be able to evaluate the importance of the implementation of innovations in companies.

General Competences

CG08 – Students will show sophisticated analytical abilities being able to dissect problems and premises while investigating the relationships between them by identifying implications and consequences in order to judge consistency.

CG09 – Students will show an ability to understand the organizational and technical aspects of a company's activity, labour standards and the relationships between planning, industrial and commercial strategies, quality control and profits.

Transversal competences

CT01 – Students will possess a working knowledge of a third language, preferably English, demonstrating an adequate level of oral and written expression, in accordance with the professional demands on graduates.

CT04 – Students will be able to manage acquisition, structuring, analysis and visualization of data in their field of study and critically assess the results of this management.

CT06 – Students will display the ability to identify obstacles and opportunities in their learning processes and propose improvements and develop strategies or solutions in a responsible and autonomous manner. Student will demonstrate planning and organizational skills which achieve objectives within the established deadlines and, at the same time, produce quality work, in a clear and orderly fashion, via effort, perseverance and a desire for personal and professional growth.

CT07 – Students will be able to demonstrate strong social sensibilities and sensitivity showing flexibility and adaptability to new challenges and professional demands while guaranteeing management efficiency and strong interpersonal skills.

CT08 – Students will show sophisticated analytical abilities being able to dissect problems and premises while investigating the relationships between them by identifying implications and consequences in order to judge consistency.

CT11 – Students will be able to analyze problems, using professional criteria based on the application of advanced tools and techniques.

04. Program

Sessions	Contents	Class presentations
Week 1	Course Introduction	
Week 2	Intro to IE / GEM	
Week 3	Creative Thinking	
Week 4	Team Presentation 1	Pitch Elevator
Week 5	Identifying and assessing business opportunities	
Week 6	Customer Validation Model	
Week 7	Business Models	
Week 8	Business Models	
Week 9	Midterm Exam (date pending of confirmation)	
Week 10	Team presentation 2	
Week 11	Sustainable Business Plan with application approach of Corporate Social Responsibility in all the business components to ensure a better sustainable community and continuity in raising awareness of its importance.	
Week 12	Business Plan	
Week 13	Financing Venturing	
Week 14	Team presentations 3	
Week 15/16	Final Exam	

05. Teaching Methodologies

The learning experience is based on a range of teaching methods that seek to foster your understanding of the entrepreneurial process and the development of your entrepreneurial skills, such as case discussions, theoretical presentations, self-directed learning based on recommended readings, role plays and teamwork. Further, the integrative nature of the course allows bringing together and connecting concepts and insights you have learnt in other courses, such as strategic management, marketing, operations, finance and human resources, among others.

You will have the opportunity to develop through the course your own Business Project for an international new venture in teams. This project will be built and presented in a Blog or making use of other IT resources that helps you to communicate better your business plan. You can choose both your team members and the business ideas to work on.

The methodologies are extracted from EAE´s Life-ED Methodology:

ME1. Participatory Exhibition Class

ME3. Autonomous work

ME4. Problem-based learning

06. Learning Activities

Different presentations about the evolution of the project will take place in the course. Each team has to present to the group different topics about their project during the course, built from previous exercises and validation of their business opportunity.

Final project: At the end of the course each team will present their Business Project developed through the course. During the course, in specific sessions, all teams will have to present the progress of their Business Projects. It can be done using a public blog (Wordpress) or any other communication tool. Additional to this, a final presentation must be elaborated (power point or prezzi) in order to show your final results.

07. Assessment

Evaluation Items $0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CEMAR01, CEMAR05, CEMAR06	40%
EV2. Control of midterm written test	CEMAR01, CEMAR05, CEMAR06	20%
EV3. Exercises, problems, reports development, assignments - Exercises and problems	CEMAR02, CEMAR03, CEMAR04, CEMAR05, CEMAR06, CEMAR07, CEMAR08, CEMAR09	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination. "

One time assessment: The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

08. Learning Resources

Topics	Resources	Type
Topic	Transparencies, notes and exercises	Class and Blackboard

09. Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been previously published, the agreements with the magazine or publication where it appeared must be taken into account.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

10. Bibliography

10.1 Basic Bibliography

- Soltanifar, M., Hughes, M., & Göcke, L. (2021). Digital Entrepreneurship: Impact on Business and Society (p. 327). Springer Nature.

10.2 Complementary Bibliography

<http://www.businessmodelgeneration.com/> the website of the Business Model Canvas (Alexander Osterwalder)

<http://steveblank.com/tools-and-blogs-for-entrepreneurs/> the website of Steve Blank author of "The four steps to epiphany".

<http://theleanstartup.com/> the website of the Eric Ries' approach to creating & managing start-ups.

<http://www.barcelonactiva.es> – the website of the Local Development Agency of Barcelona City Council (Entrepreneur's attention service)

<http://www.evca.com> – European Private Equity and Venture Capital Association

<http://www.fastcompany.com> – the internet home of Fast Company Magazine featuring innovative ideas, people, and companies

<http://money.cnn.com> – the Internet home of Fortune, Business 2.0

<http://www.bplans.com> – resources on business plans

<http://www.internationalentrepreneurship.com>