

Valid from 2025.HS

Module description: International Entrepreneurship	
Module Code	w.MA.XX.IES.20HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	The identification and exploitation of international opportunities are often critical to a company's long-term growth and survival; companies often exploit these opportunities by entering overseas markets. This module focuses on the development of skills to identify and evaluate international business opportunities by ventures that aspire to become international or wish to extend the scope of their existing international operations.
Organizational Unit	Institut für Innovation&Entrepreneurship
Module Coordinator	Thierry Volery
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Innovation and Entrepreneurship
Legal Framework	Academic Regulations MSc in Business Administration dated 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Innovation and Entrepreneurship), first adopted on 22.09.2019
Module Category	Module Type Compulsory
Prerequisite Knowledge	This module builds on knowledge and competence acquired during a Bachelor's degree program.
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	Students... <ul style="list-style-type: none">• identify the values, behaviors, and processes associated with successful international entrepreneurship and describe the role of the entrepreneur in creating value with international activities.• describe and analyze the ways in which entrepreneurs identify opportunities internationally, communicate value, manage risk, and access funding.• evaluate challenges in the application of international entrepreneurial activities arising from legal, social, political, economic, ethical, and cultural issues and design appropriate responses to these challenges for entrepreneurial value creation.• design ways to acquire knowledge, partnerships, and networks and build alliances for creating value internationally.																												
Module Content	<ul style="list-style-type: none">• Introduction and overview. International entrepreneurship: Activities, values, and framework conditions across countries• The institutions shaping international business: Bilateral agreements, European integration, and the WTO• International competition behavior: How international competitors (Japan, China) differ from European companies• Crossing cultural and ethical boundaries: What is acceptable and not acceptable?• Generic internationalization strategies: From export to wholly owned subsidiaries• International expansion into neighboring markets: Important steps and factors for entering the EU market• International expansion into emerging markets: Important steps for entering emerging markets such as China, India, or Brazil• International expansion into low-income markets: Important steps and factors for entering low-income markets in Africa, South-East Asia, and South America• Tapping into international markets from the inception of the business venture: The "born global" phenomenon• Strategy & organizing for international expansion: Implementation of strategy for international growth• Marketing: Product, price, promotion, and distribution strategies across international markets• Production and sourcing: Coordinating global production and service delivery• HR: Recruiting, developing, and retaining international talent																												
Links to other modules	This module is linked to the following modules:																												
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Case Studies (with Key)																												
Methods of Instruction	<ul style="list-style-type: none">• Lecture• Case Studies• Interactive Instruction		Social Settings Used: <ul style="list-style-type: none">• Individual Work																										
Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study																									
	Lecture	56 h	-																										
	Exercise	-	64 h																										
	Project Work	-	-																										
	Seminar	-	-																										
	Total	56 h	64 h	60 h																									
Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Written exam</td><td>closed book</td><td>90</td><td>60.00</td></tr><tr><td colspan="2">Permitted Resources</td><td>No calculator</td><td colspan="2">With dictionary</td></tr></table> <table><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Active participation in class</td><td>Grade</td><td>Einzelarbeit</td><td>0</td><td>40.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	Written exam		closed book	90	60.00	Permitted Resources		No calculator	With dictionary		Others	Assessment	Format	Length (min.)	Weighting	Active participation in class	Grade	Einzelarbeit	0	40.00
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Classroom Attendance Requirement	90% Since this module draws on interactive, experiential learning, it is strongly recommended that students attend at least 90% of the scheduled sessions.
Compulsory Reading	
Recommended Reading	<ul style="list-style-type: none">• Jeannet, J., Volery, T. & Bergamnn, H. (2021). Masterpieces of Swiss Entrepreneurship: Small to Medium-sized Swiss Companies Competing in Global Markets. 1st edition. Cham: Springer. ISBN 978-3-030-65286-9. Open access book. A PDF version will be available on Moodle for students to download.
Comments	