

Course Number: MGT 421

Course Title: Global Entrepreneurship

Semester/Year: Fall 2015

Classroom:

Meeting Time:

Instructor & Office: Raul Gouvea, ASM 2106

Email & Ph: rauldg@unm.edu ; 277-8448

Office Hours: wed/th 15:00-17:00

I – Course Objectives:

This course deals with the main aspects of being and becoming a global manager and a global entrepreneur, addressing its challenges and opportunities. This course will describe the overall nature and dimensions of global entrepreneurship. More specifically, students will learn about global market selection, global entry strategies, and how to operate sales and revenues from global sales. The course will also address global marketing, global cultural and human resource issues permeating the global entrepreneurship venture.

II - Student Learning Objectives:

- Understand the main challenges and opportunities permeating global entrepreneurship.
- Learn to identify foreign markets for products, services and technologies.
- Understand different entry strategies for foreign markets.
- Understand the mechanics of global entrepreneurship transactions: documentation, financing methods & strategies, legal, and marketing issues.

-Learn how to prepare and implement an Export/Import Business Plan.

III – Suggested Reading:

A- Textbooks

Required:

James Foley (2014). The Global Entrepreneur: Taking your Business International. Jamric Press International, ISBN: 978-0-9753153-1-6.

Recommended:

- a) Robert D. Hisrich (2013). International Entrepreneurship. Second Edition. Los Angeles: Sage.
- b) Thomas A. Cook, with Rennie Alston and Kelly Raia (2012). Mastering Import & Export Management. New York: AMACOM.
- c) ICC (2010). Inconterms 2010. Paris: International Chamber of Commerce.
- d) Kenneth D. Weiss (2008). Building an Import Export Business, 4th Edition. New Jersey: John Wiley & Sons.
- e) Robert Huggins et al.(2014). The Global Competiveness of Regions. New York: Routledge.
- f) Shawn Carraher and Dianne Welsh (2009). Global Entrepreneur. Kendall Hunt Publishing Company.

B – On Line Global Trade Newspapers & Magazines:

- a) Journal of Commerce: www.joc.com
- b) International Trade News: www.internationaltradenews.com
- c) Global Trade Magazine: www.globaltrademag.com
- d) Financial Times: www.ft.com

C – U.S. Government Global Trade Resources

- a) International Trade Administration: www.trade.gov.
- b) U.S. Commercial Service: www.buyusa.gov
- c) USTR (2013). National Trade Estimate Report on Foreign Trade Barriers. www.ustr.gov.

- d) United States Trade Commission (2014). Trade Barriers that U.S. Small and Medium –Sized Enterprise Perceive as Affecting Exports to the European Union. www.usitc.gov
- e) Official Harmonized Tariff Schedule 2015. www.usitc.gov
- f) Export-Import Bank of the United States. www.exim.gov
- g) Small Business Administration – Exporting. www.sba.gov

IV – Grading: Two essay exams (25% each) and a group project (50%).

V – Academic Integrity: Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge: “I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.” For full text of ASM’s academic honesty code, please visit <http://www.mgt.unm.edu/honesty>

VI- ADA Statement: Reasonable accommodations will be given to any individual with a legitimate disability. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.

VII – Course Content:

1. Why Go Global? [Foley Chapter 1].
2. When a Company is Ready to Go Global? [Foley Chapter 2]
3. Harmonized Codes- Classifying Your Export [Foley Chapter 3]
4. Which Foreign Markets Will be Successful for Your Product? [Foley Chapter 4]
5. Selecting Foreign Markets [Foley Chapter 5]
6. Sources of International Marketing Data [Foley Chapter 6]
7. Two Key Decisions Before Going Global [Foley Chapter 7; Import and Export Supply Chain, Cook et al., Chapter 7]]
8. Finding your Partners for Indirect Exporting [Foley Chapter 8]

9. Finding your Partner for Direct Exporting [Foley Chapter 9; Weiss Chapter 5]
10. International Business Across Cultures [Foley Chapter 10; Carraher and Welsh, Chapter 8].
11. International Product and Pricing strategies [Foley Chapter 11]
12. Legal Considerations [Foley Chapter 12; Hisrich Chapter 6]
13. Tax and Accounting Issues [Foley Chapter 13]
14. Logistics [Foley Chapter 14]
15. Documentation [Foley, Chapter 15; ICC 2010]
16. Financial Risk, Payment Methods and Trade Finance [Foley Chapter 16]
17. Assessing your Export Progress and Success [Foley Chapter 17]
18. Managing International Channels of Distribution [Foley Chapter 18]
19. Trade Missions & International Advertising [Foley Chapter 19]
20. The Internet and International Trade [Foley Chapter 22]

VIII – Group Project – Export/Import Business Plan [EIBP]

A group of students, no more than 5, will create an Export/Import Business Plan for a New Mexican Company (Product, Service, or Technology based). The EIBP will account for 50% of your individual grade.

The group will send a weekly update on the progress of their plan.

The group will submit a two page proposal, outlining the main objectives of the EIBP, i.e., opportunities & challenges.

Team evaluation by peers

The EIBP will be presented in class.

IX – CLASS SCHEDULE