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CENTRAL EUROPEAN MANAGEMENT INSTITUTE

Syllabus for the Global Business Leadership programme

Study module name:	International Entrepreneurship	
Study module code:	GBL_IE 2	
Lecturer:	Dr. Isobel Cunningham	

Aim of the MBA study module:

The literature identifies three major barriers to the internationalisation of entrepreneurial firms: lack of foreign market knowledge, limited human and financial resources, and inherent weaknesses in management. Developing the entrepreneurial capabilities of firms and management teams is a significant public policy objective and fostering entrepreneurship among students is of vital importance.

The aim of this MBA module is to provide students with the requisite knowledge and skills to develop more flexible attitudes to risk and stimulate entrepreneurial behaviour. As well as providing the theoretical underpinnings from the emerging stream of literature in the field, practical approaches involving on-line research, communication, presentation, teamwork and decision-making skills will be developed.

Content of the MBA study module:

To focus on the following areas:

- Introduction to entrepreneurship and innovation and entrepreneurship behaviour theories;
- Overview of barriers to International Entrepreneurship;
- Analyse ethnicity, financing entrepreneurship, gender;
- Understand the various forms of entrepreneurs.

Chapter 1:

Provide an introduction to the area of entrepreneurship. Provide the students with an understanding of the characteristics of entrepreneurs. Provide the students with case studies of a variety of entrepreneurs.

Chapter 2:

Motivations and barriers to international entrepreneurship. Provide the students with an understanding of what encourages a person to become an entrepreneur and to internationalise. The impact technology has on this process. TO understand the various barriers that entrepreneurs face when both forming and growing a new venture. To understand the consequences of these barriers on the direction of the firm.

Chapter 3: Understanding the importance of the entrepreneurial team

Understand the formation of entrepreneurial teams: the formation process, the development process, the dynamics between team members, the changes that occur to the team and the reason for the changes to the team. Focus on the creative digital media industry and in particular the video game industry (it was the focus of my PhD research).

Chapter 4: The role of the entrepreneurial team on international entrepreneurship

Follow on from the previous chapter, this chapter focuses on the role of the team on the growth/ international entrepreneurship. Whether the team acts as a motivator to internationalisation. The influence of various team members on the growth pattern. The characteristics that the team display once they enter the global marketplace.

Chapter 5: Entrepreneurial decision making

Provide an understanding of the decision making process within entrepreneurs and entrepreneurial teams. Understand the importance of networks on the decision making process, both strong and weak ties.



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Chapter 6:

Finance and international entrepreneurship. Aim is to understand the sources of financing in international ventures: Venture capitalists, corporate venture funds and business angels. To understand the barriers and benefits of utilising each of these sources. Provide practical examples and case studies of firms that use the various sources of finance.

Mandatory literature:

Online study materials prepared by the lecturer.

Recommended literature and other sources:

Carter, S and Jones-Evans, D (2012) Enterprise and small business: principles, practice and policy, 3rd Edition, Pearson

Loane, S, Bell, J and Cunningham, I (2014) Entrepreneurial founding team exits in rapidly internationalising SMEs: A double edged sword, International Business review, Jan

Hisrich, Robert D (2013) International Entrepreneurship; starting, developing and managing a global venture, 2nd edition, SAGE, London

Forbes, D.P., Borchert, P.S., Zellmer-Bruhn, M.E. & Sapienza, H.J. (2006) "Entrepreneurial Team Formation: An Exploration of New Member Addition", Entrepreneurship Theory and Practice, vol. 30, no. 2, pp. 225 (23)

Jorgensen, F. and Ulhoj, J.P. (2010) 'Enhancing innovation capacity in SMEs through early network relationships', Creativity and Innovation Management, Vol 19, Iss 4, pg. 397 (7)