



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

International Entrepreneurship

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WHAT DO STUDENTS GAIN FROM THE STUDY AND FROM COMPLETING THIS SUBJECT

Studying this subject will give you an understanding the foundations of entrepreneurship and innovation. You will understand the motivations and barriers to international entrepreneurship. You will also analyse key areas that impact on entrepreneurship such as ethnicity, access to finance and gender.

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

After completing this subject, you will be able to understand entrepreneurial competencies and the impact on international entrepreneurship. You will understand the various forms that entrepreneurship can take.

Studying this subject will mainly give you an opportunity to continuously **consult your lecturer, an expert on the topic, about real problems, practical cases and situations**, and to design a solution to these problems in the form of practically oriented case study (essay) elaborated under the lecturer's guidance. As the consultations are not held in groups but only between you and the lecturer, you **can consult also sensitive company issues**, including specific data etc., without any worries about sharing this information with other students.

The output from this subject is thus a valuable document that can be immediately used in your own company or job, providing high value-added thanks to one-to-one consultations with an expert.

EXAMPLES OF FIELDS AND TOPICS TO BE CONSULTED WITH THE LECTURER

- The entrepreneurial mindset
- Understanding entrepreneurial competencies
- Female entrepreneurship
- Immigrant entrepreneurship
- Entrepreneurial decision making in the international arena
- More topics within the lecturer's area of competence can be agreed upon

COMPLETION OF THE SUBJECT



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In order to complete the subject, students elaborate an **essay** in which they **address a specific topic from their practice** related to the given subject, or one of the **model topics prepared by the lecturer** (see below). The essay should contain **7-10 pages in the A4 format**, comprising at least **8 standard pages of text**. The evaluation of the essay is done by the lecturer and expressed in percentage. **50% and more** means that the student has **completed the subject successfully**.

MODEL TOPICS FOR THE ESSAY

1. Barriers to entrepreneurship

2. Contemporary issues in entrepreneurship

3. The importance of the entrepreneurial mindset

4. Various forms of entrepreneurship

5. Born Global Firms

STUDY LITERATURE AND OTHER RESOURCES

Supporting study materials elaborated by the lecturer (available online in the study system)

E-books available online:

Tidd, J and Bessant, J (2018) *Managing Innovation: Integrating technological, market and organisational change*, Wiley, ISBN: 11193

Other study literature (Authors: Name, Publisher, Year of publishing, ISBN):

Hisrich, R.D. (2013) *International Entrepreneurship: Starting, Developing, and Managing a Global Venture*, 2nd Edition, London: Sage.

Other useful resources (videos, online professional groups, blogs, discussions etc.):

<https://emindset.network/>

<https://www.genglobal.org/>