Note: A syllabus is a living document. The instructor reserves the right to change or update this syllabus as needed.

Lecturer: Carlos Alsua
Time: Monday through Friday (6/29/2015-7/31/2015)
Teaching hours: 50 hours
Location: Management School
Office: Management School 518
Office Hours: By Appointment
E-mail: gtickellatjinan@gmail.com

Course Description
The purpose of this course is to provide participants with the tools to identify and develop global business opportunities and to acquire the skills and abilities they need to successfully market their ideas to a global audience. These include identifying opportunities, preparing for entering the global marketplace and managing the global enterprise.

Required Text

Course Hours
The course has 25 sessions in total. Each class session is 120 minutes in length. The course
meets from Monday to Friday.

**Goals and suggestions for success for the course:**

The purpose of this course is to give you a perspective of the global context of entrepreneurship and to assist you to innovate and to developing business ideas in the global context. The topics will cover the importance of the global context, globalization, cultures, developing of a global business plan, selecting opportunities, legal concerns, entry strategies, global HR, and managing an international enterprise.

Please come prepared to class every session we meet and to be ready and willing to participate. Your success in the course will depend on your willingness to prepare and complete the assignments, and to take responsibility for your own performance.

**Student performance evaluation measures**

a) Case studies, in class Individual Quizzes and in-class assignments. Readings might be evaluated periodically (randomly) though a quiz for the assigned chapter and other class assignments. Sorry, there is no makeup for missed quizzes. 15%

b) Exams: Total of 5 exams 55%

c) Development of global project: Completion and Reporting of a Final Group Project. 20%

d) Participation and group and class contribution. An active participation in class and in your group is an essential requirement for this course. Those of you who are most engaged may be rewarded to up to 10%.

**TOTAL 100%**

**Extra credit**

There is normally no opportunity for extra credit. If any opportunity may come available, we will let students know.

**Late assignments**

No late assignments or make up exams are accepted.

**Modifications**

This syllabus is subject to change. You are responsible to be aware of any changes that will be notified in class.

**Grading Scale**

A  92.51% or above  
A-  90% to 92.5%  
B+  87.51% to 89.9%
Course Schedule

Week 1: International Entrepreneurship and Entrepreneurship Opportunities

Chapter 1 Importance of international entrepreneurship

Chapter 2 Globalization and the international environment

Chapter 3 Cultures and international entrepreneurship

Culture and global ideas

Week 2: Entering the Global Market

Chapter 4 Developing a global business plan

Chapter 5 Selecting international business opportunities

Chapter 6 International legal concerns

Global opportunities presentations

Week 3: Managing the Global Entrepreneurial Enterprise

Chapter 7 Alternative entry strategies

Chapter 8 The global monetary system

Chapter 9 Global marketing and R&D

The international innovation

Week 4: Managing the Global Entrepreneurial Enterprise cont.

Chapter 10 Global human resource management
Chapter 11 Implementing and managing the global entrepreneurial strategy

The global project. Goal setting workshop.

Week 5: The project

Development of global entry plan

Final presentations and final exam

Academic Honesty

Jinan University defines academic misconduct as any act by a student that misrepresents the students’ own academic work or compromises the academic work of another. Scholastic misconduct includes (but is not limited to) cheating on assignments or examinations; plagiarizing (i.e. misrepresenting as one’s own work any work done by another); submitting the same paper or substantially similar papers to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging another’s work. Within these general definitions, however, instructors determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work will face penalties ranging from lowering of their course grade to awarding a grade of F for the entire course.