

MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF ENTREPRENEURSHIP AND BUSINESS ADMINISTRATION
DEPARTMENT OF ENTREPRENEURSHIP
COURSE OUTLINE FOR INTERNATIONAL ENTREPRENEURSHIP AND INNOVATION

MUBS MISSION

To enable the future of our clients through creation and provision of knowledge

MUBS VISION

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PROGRAMME	:	MASTERS OF INTERNATIONAL BUSINESS
ACADEMIC YEAR	:	2023/2024
COURSE CODE	:	MIB 7106
MODULE	:	TWO
YEAR OF STUDY	:	ONE
FACILITATORS	:	GEORGE BATTE, 0752-953397

COURSE DESCRIPTION:

The focus of this course is to help students develop and systematically apply the entrepreneurial and innovative way of thinking in the identification or creation of, and successful exploitation of, global opportunities. Although the course is biased towards internationalising start-ups ventures, the knowledge gained can benefit existing - small or large - firms. It is relevant for local and international start-up and early stage entrepreneurs and entrepreneurial managers.

Lectures can only introduce the basic concepts in this interest and intriguing subject. However, through extensive readings and case studies, students will be able to discover the deeper meaning of innovation, entrepreneurial thinking and how to identify and exploit business opportunities, and the decisions and actions required to convert an idea into an opportunity and an opportunity into a growing international venture.

COURSE OBJECTIVES

- i. To foster change of mind-set by equipping the students with practical knowledge on social, economic and social interpretation of entrepreneurship.
- ii. To equip the students with start-up skills by exploring on what it takes to start a business and challenges associated with it.
- iii. To enable students to develop employability competences by equipping them with creative and innovative skills

LEARNING OUTCOMES

Upon completion of this course, you will have the ability to:

- Understand the nature of an entrepreneurial orientation
- Appreciate the importance of innovation in the global business arena
- Recognize and evaluate international business opportunities.
- Explore business models for international venture start-ups and growth
- Mobilize financial and other resource needed international venture start-up and growth.

COURSE OVERVIEW:

We will use a diverse mix of methods and activities in this class. Lectures are only one component of this course. You are expected to read the assigned chapters, cases, and articles before you come to class and to spend some time thinking about the material. Reading the chapter beforehand is important and will help you better understand the material presented in the lecture and will help you to participate in the class discussions.

ASSESSMENT:

Assessment of this course will involve two course works as described below:

Course work one: International Entrepreneurship Audit

Acting as a management consultant, you will undertake an International Entrepreneurship audit of a current international business development initiative in a “client” company of your choice, relying on a handful of interviews with the client and secondary sources. You must identify a **client** (e.g., a manager responsible for an export business unit) and, with this client, define the **opportunity** in the company that the **Export business initiative** is addressing (e.g., possible growth in a new market, new product introductions, response to customer orders, etc...); the **implementation plan** for the new export business initiative, the **challenges** encountered thus far by the initiative, and the **measures** taken to address the problems. In addition, you should also consider what **future challenges** the new Export business is likely to encounter. Having defined these points, you should then conduct a **critical analysis** of the implementation of the export business initiative to date and present a **set of recommendations** (both what to do and how to proceed). In summary, your final report must answer the following questions:

- What was the export business opportunity and the new export business implemented to exploit the opportunity?
- What are the challenges the export business encountered and what measures were taken by management to address the challenges?
- Will these measures be effective in addressing the challenges?
- How do you recommend the company proceed?
- And what lessons can you take away from your analysis that could be applied to other export business initiatives?
- In addition, each project must include a methods section describing how you generated your data, who you interviewed, as well as any other sources used.

Your document should be submitted on or before **Friday 3rd January 2024**, in time for the class discussions to be held on **Saturday 4th January 2024**. Late submissions will be penalized. It should be no longer than eight (8) well-written, single-spaced pages, excluding attachments, survey results, table of contents and a cover page. It should also include the company's:

- Brief history, industry & markets served
- Vision & mission statements
- Organizational chart

Course work two:

This will be based on an online quiz on the date to be determined by the students, in consultation with the course facilitator.

As described above, the assessments are:

Course work one: International Entrepreneurship Audit	20%
Course work two: Online quiz	20%
Final Examination.	60%
Total	100 %

DETAILED COURSE OUTLINE

	TOPIC	DETAIL
1.	INTRODUCTION	<i>About the course, entrepreneur Entrepreneurship Definitions Entrepreneurship in different context.</i>
2.	THEORETICAL FOUNDATIONS OF ENTREPRENEURSHIP	<ul style="list-style-type: none"> ○ <i>Economic theories of entrepreneurship</i> ○ <i>Sociological and psychological theories of entrepreneurship</i> ○ <i>Ecological theories of entrepreneurship</i>
3.	THE INTERNATIONAL ENTREPRENEURSHIP PERSPECTIVE	<ul style="list-style-type: none"> - <i>Current status of International Entrepreneurship research</i> - <i>Emerging trends and the future of International Entrepreneurship research</i>
4.	INTERNATIONAL ENTREPRENEURIAL OPPORTUNITIES	<ul style="list-style-type: none"> - <i>Existence of international entrepreneurial opportunities</i> <ul style="list-style-type: none"> ○ <i>Discovery Theory</i> ○ <i>Creation Theory</i> - <i>Role of Creativity & Creative methods – revolution, synthesis, reapplication etc...</i> - <i>Human experience and the decision to exploit</i> - <i>The nature of the entrepreneur and the decision to exploit</i>
5.	THE ROLE OF INNOVATION IN INTERNATIONAL ENTREPRENEURSHIP	<ul style="list-style-type: none"> - <i>Knowledge-based economy and emerging technologies;</i> - <i>Types of Innovation –Product, process, business model etc...</i> - <i>Building organization-level, and network based capabilities</i> - <i>Organizational learning & Knowledge transfer</i> - <i>The innovator's dilemma & solution</i>

6.	BORN GLOBAL BUSINESS START-UP	<ul style="list-style-type: none"> - <i>The process of starting a Born Global enterprise</i> - <i>Identifying opportunities and generating ideas</i> - <i>Assessing Born Global business feasibility</i> - <i>Planning a Born Global start-up (The Business Model Canvas)</i> - <i>Business registration, authorization and certification (Process and key documents).</i>
7.	INTRODUCTION TO COLLECTIVE ENTREPRENEURSHIP	<ul style="list-style-type: none"> - <i>Definition, advantages and disadvantages.</i> - <i>The logic of collective action</i> - <i>Factors affecting Collective Entrepreneurship</i>
8.	CORPORATE ENTREPRENEURSHIP	<ul style="list-style-type: none"> - <i>Definition, history, advantages and disadvantages.</i> - <i>Fostering and Constraining Corporate Entrepreneurship</i> - <i>Culture, Innovation & Corporate entrepreneurship</i> - <i>Corporate Entrepreneur – The Intrapreneur</i> - <i>Organizational approaches to corporate entrepreneurship</i> - <i>Championing Entrepreneurship in established firms</i> - <i>Public Sector Entrepreneurship</i>
9.	THEORIES OF THE FIRM & IMPLICATION FOR INTERNATIONAL ENTREPRENEURSHIP	<ul style="list-style-type: none"> - <i>Transaction cost analysis (TCA).</i> - <i>Agency theory, population ecology theory, and Institutional Theory</i> - <i>Self-referential systems theory</i> - <i>Theories of competition: the resource-based view (RBV) and resource-advantage (RA) theory.</i> - <i>General theory of competitive rationality</i>

REQUIRED TEXT AND ARTICLES:

1. Robert D. Hisrich D. Robert (2009) *International Entrepreneurship: Starting, Developing, and Managing a Global Venture*
2. Boden, M. A. (1990) *The creative mind: Myths and mechanisms.* London: Weidenfeld & Nicolson.
3. Bridge, S. M., O'Neill, K. and Cromie, S. (2003) *Understanding Enterprise, Entrepreneurship and Small Business*, 2nd Edition, Palgrave Macmillan, Basingstroke.
4. Kao John J. (1989) *Entrepreneurship, Creativity and Organization.* Prentice Hall International.
5. O'Malia, T. J. (2000). *The Entrepreneurial Journey.* Calabasas, CA: Brandywine.
6. Storey, D. J. (1994) *Understanding the Small Business Sector.* London, UK: Transaction Publishers.
7. Timmons and Spinelli (2007), *New Venture Creation: Entrepreneurship for the 21st Century*, 7th Edition, Boston, McGraw-Hill Irwin.