

**San José State University**  
**Lucas College & Graduate School of Business**  
**Global Entrepreneurship (BUS 183), Spring 2016**  
**Course Information**

<b>Instructor:</b>	<b>Dr. Sarika Pruthi</b>
<b>Office Location:</b>	<b>462 BT (Business Tower)</b>
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<b>Office Hours:</b>	<b>11:45 am-12:45 pm, Monday (Section 1); 11:45 am-12:45 pm, Wednesday (Section 2)</b>
<b>Class Days/ Time:</b>	<b>9:00-10:15 am (Section 1) and 10:30-11:45 AM (Section 2), Monday and Wednesday</b>
<b>Classroom:</b>	<b>BBC 102</b>

#### **Faculty Web Page and MYSJSU Messaging**

A copy of the syllabus may be found on my faculty web page accessible through the faculty home page. You are responsible for regularly checking with the messaging system through MySJSU.

#### **Course Description and Outline**

This course will explore the opportunities that entrepreneurs create, encounter and change in the global and cross-cultural arena. It will examine how entrepreneurs adapt to and succeed in a global economy and how institutional networks facilitate global and immigrant entrepreneurship. The course covers the following key topics: International development of entrepreneurship; Motivations and Strategies of International Entrepreneurs, Ethnic and Immigrant Entrepreneurs; Born Global Firms; International Venture Capital. The course will be taught through a combination of lectures and class discussions based on case studies. Videos will be shown to supplement the course material where possible and, subject to availability, guest entrepreneurs will be invited to visit the class and share their real-world experiences in relation to some of the themes covered on the course. You are expected to spend about four-eight hours outside of class each week to keep up with the course material and written assignments.

#### **Course Goals and Student Learning Objectives**

The main aims of the course are to introduce the concept and importance of global entrepreneurship, and discuss the factors underlying the international development of entrepreneurship and the behavior of internationalizing new ventures (and providers of finance to these ventures). On completion of the course, students should be able to:

- Critically evaluate the factors underlying the international development of entrepreneurship and the internationalization behaviour of entrepreneurial firms
- Identify the distinguishing features and factors underlying the emergence of international new ventures and 'born global' firms

- Identify the key features of ethnic and immigrant entrepreneurs, and their role in the creation of international ventures
- Compare and contrast the development of venture capital (VC) and the nature of VC firms' investment behaviour in developed and developing economies

### Readings

The book for this course is a custom textbook of cases Pruthi, S. (Ed.) (2016) '*Global Entrepreneurship*' published by Pearson and available for purchase at the Spartan bookstore on campus. You are also required to read additional study material outside of this book. This material will be available to you on Canvas. You are strongly encouraged to read newspapers like the *Financial Times*, *Wall Street Journal*, magazines such as *Business Week*, and periodicals such as *Harvard Business Review* in addition to the textbook, and share the insights gained with other students in class.

### Library Liaison

Please contact Diana Wu (Diana.wu@sjsu.edu) in the library for any questions related to library resources.

### Classroom Protocol

Please comply with the following code of conduct in the classroom:

- Please come to class on time and do not leave without the instructor's permission
- Please raise your hand to ask a question or contribute to class discussion
- Please do not speak to your neighbor while the professor or another student is addressing the class
- Please turn off your cell phone and do not surf the internet during class (computers may not be used for any reason other than reviewing the course material)

### Dropping and Adding

There are strict deadlines and penalties for adding and dropping classes, and you are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Information on add/drops are available at <http://www.sjsu.edu/advising/faq/index.htm#add>; Information about late drop is available at <http://www.sjsu.edu/aars/policies/latedrops>. Please note the following for Spring 2016:

- You must attend the first two classes to be eligible to take this class (any student that does not come to the first two classes and has not informed me about their absence will be dropped after the second class)
- Waitlists will be generated only in the first class (anyone who is not present in the first class will not be added)
- Graduating Seniors will get priority to add the class subject to providing relevant evidence
- If you need assistance or further information about adding, please go to the Jack Holland Student Success Center (Ground floor, BBC008)

### Assessment and Grading

The assessment on this module is based on individual assignments, team project, exams, quizzes, and class participation.

*Individual Assignments:* You will be required to write brief answers to study questions based on an assigned reading and turn the assignment in (as a paper copy in class and on Canvas) at the beginning of the class in which that article/ case is to be discussed. **No late submissions will be accepted.** The study questions will be given to you in advance and the assignments will be evaluated on the basis of completeness (answering all questions), analysis & evaluation.

*Team Project:* You are required to do one team project to engage in the exercise of assessing the attractiveness of a selected market/ entry mode strategy or analyzing the development of entrepreneurship in an ethnic community of your choice in the United States. You can choose **any one** of the two options presented to you to for the team project. The purpose of the team project is to provide you with an opportunity to develop your creative ability, research, writing & communication, and persuasion skills. Detailed guidelines related to the team project are posted on Canvas. They will also be circulated in class. Teams will be comprised of four students, depending on the number of students enrolled in class. Teams will be stronger if they have diversity in interests and experience. Each team will present their project to the rest of the class at the end of the course.

You must submit your work by the specified deadline. **Any submission received after the deadline will receive a 'zero'**. You must submit your team project in the form of a paper copy *and* as an electronic submission on Canvas. It is extremely important to upload a copy of your work on Canvas in order for your submission to be graded and recorded. It is sufficient to submit one copy of your report as representative of your team. It is your responsibility to check that your assignment is complete at the time of submission.

*Exams:* There will be three exams during the term (two mid-terms and one final exam). Exams are designed to assess your understanding of concepts and provide motivation to master them. Exams will consist of multiple choice and short answer questions (case analysis may also be included). Exams will be based on both lectures and assigned reading materials (including case studies, material posted on Canvas or handed out in class). The final exam will be a comprehensive exam that covers material taught earlier in the term. **Please note that no Make-up Exams will be given.** If you cannot attend the exams listed in the calendar, you should reconsider your enrollment in this course.

*Quizzes:* Eight quizzes will be administered during the term. Quizzes will be based on readings assigned for a particular class, and will be closed book. Lack of submission, regardless of reason, will result in 'zero' points. **There will be no make-up quizzes.** Academic dishonesty during a quiz will result in 'zero' points for the quiz. The best *seven* out of eight quizzes will be counted towards your overall grade. This is to allow for any unforeseen circumstances such as illness etc. due to which you may have to miss a quiz. As quizzes are usually administered at the beginning of class, it is important to come to class on time in order to take the quiz. You will not be allowed to take the quiz if you are late. Please also note that your quiz will not be graded if you come to class only to take the quiz and leave right after taking it.

*Class Participation:* Class participation will be assessed on the basis of contribution to class discussions, completion of in-class exercises, short presentations you may be asked to make in class, new articles you may be asked to read, and participation in guest speaker sessions. Typically, you will do a short exercise or read a chapter prior to each class. You may also be asked to read a short article or do a short exercise in class. You may also be required to discuss current news stories relating to the subject matter of the course in class, and will be asked to submit brief (one paragraph; 8-10 lines max.) summaries of news items during the semester on one or more of a variety of topics such as foreign entry strategies of small firms, international development of entrepreneurship, ethnic entrepreneurs, global ventures and venture capital. The summary should be submitted on Canvas ahead of that particular class and should clearly include the source of the story. You should summarize your perspective on the news item and the key lessons learnt. You are encouraged to share these insights during the class.

You are expected to adequately prepare for each class and actively engage with the instructor and other students to discuss key issues covered in the course. Quality class participation is a significant part of the learning process. It includes asking good and thought-provoking questions, coming up with learning points from class exercises, and sharing what you have learned from your work experience so that we can build on it in class. Doing the assigned reading and preparing answers to the study questions will help you to make good contributions.

Two guest speakers are expected to visit the class during the semester to reflect on their experiences in relation to specific topics on the syllabus. You must write a short summary of these sessions and submit them at the end of class. Please note that attendance at these sessions is compulsory, not optional.

You must keep abreast of announcements and notifications related to the course as and when they are posted on Canvas. You must also follow specific instructions related to how you are asked to submit your work (paper/ Canvas) and the deadline by which you must submit it. **No assignments will be accepted once the deadline for submission has elapsed. Any submissions received after the deadline will receive a grade of 'zero'.** Please also note that if you are forced to miss class for any reason, you are responsible for obtaining the material covered on that day. You must be aware that it is impossible to make up that session's portion of your class participation, thus reducing your final grade.

Table 1: Your overall grade will be determined as follows:

Individual Assignment	5%
Team Project	25%
Midterm Exam – 1	15%
Midterm Exam – 2	15%
Final Exam	20%
Quizzes	10%
Class Participation	10%
<b>Total</b>	<b>100%</b>

### Extra credit options

Up to 5 bonus points may be awarded at the instructor's discretion for attending and participating in special entrepreneurship-related events that are open to all students in the class. Special events include the Eminent Speaker series organized by the Silicon Valley Center for Entrepreneurship (SVCE). Students attending these talks by eminent entrepreneurs and industry leaders must register online, sign the registration sheet, and turn in a one-page memo (on Canvas) by the given deadline on three main learning points from the talk. Further details related to these events will be circulated in class.

Your overall grade will be determined as follows:

Table 2: Grade Percentage Breakdown

94% and above	A	79.99% - 77%	C+	63.99% - 60%	D-
93.99% - 90%	A-	76.99% - 74%	C	<b>below 60%</b>	<b>F</b>
89.99% - 87%	B+	73.99% - 70%	C-		
86.99% - 84%	B	69.99% - 67%	D+		
83.99% - 80%	B-	66.99% - 64%	D		

## **University Policies**

### *Academic integrity*

Students should know the University's Academic Integrity Policy that is available at: [http://www.sa.sjsu.edu/download/judicial\\_affairs/Academic\\_Integrity\\_Policy\\_S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf)

Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for Student Conduct and Ethical Development is available at [http://www.sa.sjsu.edu/judicial\\_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html)

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

### *Campus Policy in Compliance with the American Disabilities Act*

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

## **Student Technology Resources**

Computer labs for student use are available in the Academic Success Center located on the 1<sup>st</sup> floor of Clark Hall and on the 2<sup>nd</sup> floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

## **Learning Assistance Resource Center**

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at <http://www.sjsu.edu/larc/>

## **SJSU Writing Center**

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well-trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/>

## **Peer Mentor Center**

The Peer Mentor Center is located on the 1<sup>st</sup> floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering

“roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop-in basis, no reservation required.

### **College of Business Program Goals**

*Business Knowledge:* Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments

*Communication:* Communicate ideas clearly, logically, and persuasively in oral and written format, using technology appropriately

*Ethical Awareness:* Recognize, analyze, and articulate solutions to ethical issues that arise in business

*Leadership, Teams and Diversity:* Comprehend the challenges and opportunities of leading and working in diverse teams and environments

*Critical Thinking:* Comprehend, analyze, and critically evaluate complex and unstructured qualitative and quantitative business problems, using appropriate tools and technology

*Innovation:* Recognize, analyze, and articulate strategies for promoting creativity and innovation

### **College of Business Policies**

To ensure that every student, current and future, who takes courses in the Boccardo Business Center has the opportunity to experience an environment that is safe, attractive, and otherwise conducive to learning, the Lucas College and Graduate School of Business at SJSU has established the following policies:

*Eating:* Eating and drinking (except water) are prohibited in the Boccardo Business Center. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer of the University.

*Cell Phones:* Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

*Computer Use:* In the classroom, faculty allows students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on web-based PowerPoint slides that the instructor has posted, and finding websites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course (such referral can lead to suspension from the University). Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

*Academic Honesty:* Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or exchanging information. They will be on the alert for plagiarism. Faculty will provide additional information, ideally on the green sheet, about other unacceptable procedures in class work and examinations. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by Academic Senate Policy S04-12.

### **Course Schedule**

Classes begin on Monday, 1 February 2016 and will be held twice a week, every Monday and Wednesday from 9:00-10:15 AM (Section 1) and 10:30-11:45 AM (Section 2) in BBC 102. The schedule of classes (including key topics & readings) is listed below:

**Table 3: BUS183 Class Schedule, Key Topics and Readings\***

<b>Date</b>	<b>Topic</b>	<b>Reading</b>
Mon.2/1	Introduction & Overview	-
Wed.2/3	Small Firms: Distinctive Characteristics & Challenges	Case Study: Swagruha Foods <b>(in textbook)</b>
Mon.2/8	International Development of Entrepreneurship	Chapter 4 in Bridge, S., O'Neill, K. and Cromie, S. (2003) <b>(on Canvas)</b>
Wed.2/10	Networking & Team Building	
Mon.2/15	International Entrepreneurs: Motivations & Strategies	Hisrich et al., Chapter 5 (pages 120-145) and Chapter 14 (388-407) <b>(on Canvas)</b>
Wed.2/17	Assessing Foreign Market Competitive Environment	Case Study: Spanish Vines in Columbia
Mon.2/22	Assessing Foreign Market Institutional Environment	Case Study: Google Inc.... <b>(in textbook)</b>
Wed.2/24	Library Session, MLK	
Mon.2/29	Theories of Small Firm Internationalization	Chapter 24, 'Internationalization and the Small Business' in Carter & Jones Evans (pages 465-479) <b>(on Canvas)</b>
Wed.3/2	Guest Session 1: Vas Bhandharkar, CEO, ScoreData Corporation	
Mon.3/7	Review Class for Mid-Term 1 Exam	
Wed.3/9	<b>MID TERM 1 EXAM</b>	
Mon.3/14	Ethnic Entrepreneurs	Chapter 10 'Ethnicity and Entrepreneurship' in Carter & Jones-Evans (pgs. 192-202) <b>(on Canvas)</b>
Wed.3/16	Ethnic Entrepreneurs Contd..	Case Study: Vinesh Juglal.. <b>(in textbook)</b>
Mon.3/21	Returnee & Transnational Entrepreneurs	Saxenian, A. (2002) 'Silicon Valley's New Immigrant High-Growth Entrepreneurs', <i>Economic Development Quarterly</i> , 16 (1): 20-31 <b>(on Canvas)</b> ; Case Study: @Hoc... <b>(in textbook)</b>
Wed.3/23	Returnee Entrepreneurs and the Challenge of Growth in Croatia	Case Study: San Francisco-Style Coffee House in Croatia <b>(in textbook)</b>
Mon.3/28	<b>NO CLASS (SPRING BREAK)</b>	
Wed.3/30	<b>NO CLASS (SPRING BREAK)</b>	
Mon.4/4	Guest Session 2: Murlu Thirumale, Founder & CEO, Ocarina Networks	
Wed.4/6	International New Ventures (INVs): Key Features, Theory and Types	Oviatt and McDougall (2005): Toward a Theory of International New Ventures <b>(on Canvas)</b>
Mon.4/11	INVs and Born Globals	Case Study: Inverness Medical Innovations <b>(in textbook)</b>
Wed.4/13	<b>NO CLASS (MID-TERM EXAM 2/ TEAM PROJECT PREP. DAY)</b>	
Mon.4/18	Organizing & Managing a Global Start-Up AND Review Class for Mid-Term 2 Exam	Case Study: Infosys: Leveraging the Global Delivery Model <b>(in textbook)</b>
Wed.4/20	<b>MID-TERM 2 EXAM</b>	
Mon.4/25	Global Marketing in New Ventures	Case Study: Aegis Analytical Corporation's Strategic Alliances <b>(in textbook)</b>
Wed.4/27	Introduction to Venture Capital	Chapter 19 'Venture Capital & the Small Business' in Carter and Jones Evans (pages 363-365; 373-381) <b>(on Canvas)</b>
Mon.5/2	International Venture Capital	Martin, R. Sunley, P. and Turner, D. (2002), <i>Journal of Economic Geography</i> , 2, 121-150; and Bruton and Ahlstrom (2003), <i>Journal of Business Venturing</i> , 18: 233-259 <b>(on Canvas)</b>
Wed.5/4	International Venture Capital Contd..	Case Study: Benchmark Capital Europe....: <b>(in textbook)</b>

Mon.5/9	<b>TEAM PRESENTATIONS</b>
Wed.5/11	<b>TEAM PRESENTATIONS</b>
Mon.5/16	REVIEW CLASS FOR FINAL EXAM (LAST DAY OF INSTRUCTION)
<b>Wed.5/18</b>	<b>FINAL EXAM (SECTION 1): 7:15-9:30 AM, BBC102</b>
<b>Tues.5/24</b>	<b>FINAL EXAM (SECTION 2): 9:45-12:00 NOON, BBC102</b>

\*Please note that the schedule is subject to change due to unforeseen circumstances beyond the instructor's control

### **BUS183 Important Dates and Deadlines, Spring 2016**

<b>Assignment/ Exam</b>	<b>Deadline</b>
Individual Assignment	Monday, 2/22
Team Project Option 1, Part 1: Identify Business Idea	Monday, 2/29
<b>Mid-term Exam 1</b>	Wednesday, 3/9
Team Project Option 1, Part 2: Identify & Assess Market; Team Project Option 2, Part 1: Identify & Justify Choice of Ethnic Entrepreneur	Monday, 3/21
Team Project Option 2, Part 2: Report Preliminary Research Findings	Monday, 4/11
<b>Mid-term Exam 2</b>	Wednesday, 4/20
Team Project Report	Wednesday, 5/11
<b>Final Exam (Section 1)</b>	Wednesday, 5/18
<b>Final Exam (Section 2)</b>	Tuesday, 5/24