

**San José State University**  
**School of Global Innovation & Leadership**  
**Bus 183 Global Entrepreneurship, Fall 2018**

**Course and Contact Information**

<b>Instructor:</b>	Professor Xiaohong Quan
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<b>Email:</b>	xiaohong.quan@sjsu.edu
<b>Office Hours:</b>	MW 1:45-2:30 and by appointment
<b>Class Days/Time:</b>	Section 1: 48028 MW 10:30-11:45am Section 2: 48029 MW 12:00pm-1:15pm
<b>Classroom:</b>	BBC 220
<b>Prerequisites:</b>	Instructor consent

**Course Format**

**Faculty Web Page and MYSJSU Messaging**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on our class website through CANVAS. You are responsible for regularly checking with the messaging system through [MySJSU](http://my.sjsu.edu) at <http://my.sjsu.edu> to learn of any updates.

**Course Description**

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.

Prerequisite: Upper Division or instructor consent

**Course Goals**

Students will learn to identify entrepreneurial opportunities in the global market and analyze feasibility of starting a new venture in the global context.

## **BSBA Goals:**

### **Goal One: Business Knowledge**

Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments.

### **Goal Two: Communication**

Communicate ideas clearly, logically, and persuasively in oral and written format, using technology appropriately.

### **Goal Three: Ethical Awareness**

Recognize, analyze, and articulate solutions to ethical issues that arise in business.

### **Goal Four: Leadership, Teams and Diversity**

Comprehend the challenges and opportunities of leading and working in diverse teams and environments.

### **Goal Five: Critical Thinking**

Comprehend, analyze, and critically evaluate complex and unstructured qualitative and quantitative business problems, using appropriate tools and technology.

### **Goal Six: Innovation**

Recognize, analyze, and articulate strategies for promoting creativity and innovation.

Upon successful completion of this course, students will be able to:

1. analyze the feasibility of an idea to start up a new venture in the global market
2. prepare a business plan with a global perspective

### **Course Learning Outcomes (CLO)**

This course aims to develop students' entrepreneurial awareness, skills and qualities, in a global multi-cultural context. By the end of the course, students should be able to:

1. appreciate the importance of global entrepreneurship
2. describe opportunities available to small business in a global environment
3. identify the important strategic issues in global entrepreneurship
4. discuss the challenges and barriers to global entrepreneurship
5. understand the advantages and disadvantages of different modes of entering international markets
6. prepare a country analysis
7. prepare a feasibility with an international/global flavor for a new business venture

8. understand the importance of cross-cultural customs, communication, and institutions in affecting the implementation of global entrepreneurial ventures

## Required Texts/Readings

### Textbook

**Hisrich, Peters,& Shepherd, 2012. Entrepreneurship (9th edition). McGraw-Hill/Irwin.**

### Other Recommended Readings

- Robert Hisrich, 2016. *International Entrepreneurship—Starting, Developing, and Managing a Global Venture*. (3<sup>rd</sup> Edition) by Sage.
- Thomas L. Friedman, 2005. *The World is Flat: A brief history of the 21<sup>st</sup> century*, New York: Farrar, Straus & Giroux.
- Eric Ries, 2011. *The Lean Startup*. Crown Business.
- AnnaLee Saxenian, Yasuyuki Motoyama, Xiaohong Quan. 2002. *Local and Global Networks of Immigrant Professionals in Silicon Valley*. Public Policy Institute of California.
- Newspapers like the *Financial Times*, *Wall Street Journal*, magazines such as *Business Week*, periodicals such as *Harvard Business Review* and the Internet.

Further readings will be provided for specific lectures.

### Library Liaison

The librarian liaison for this course is Diana Wu. Her contact email: [Diana.Wu@sjsu.edu](mailto:Diana.Wu@sjsu.edu)

## Course Requirements and Assignments

### a. Team projects: Launching global ventures feasibility analysis and presentation (20%)

- Each teams will be composed of 4-5 students. Teams will be stronger if they have diversity in interests, experience, and cultural background.
- Once teams are formed, all members must work well as a team and catch any problems before they escalate.
- The class will participate in rating the oral presentations, which are aimed at improving your communication and ‘pitching’ skills.
- Team evaluation by peers. Your team project is not complete until you evaluate the performance of each team member. Use the Team Evaluation Form on the web to assess both the quality and quantity of your own and your team members' performance on the project. This process determines the percentage of the final grade each member deserves. Students receiving a low grade on their peer evaluation will not benefit from the work of their team mates. For example, if a team receives a 95 on the project, a team member receiving a low peer evaluation grade will have his/her project grade lowered accordingly. In such a case, team members receiving good peer evaluation grades would earn a 95, but a team member receiving a low peer evaluation, for example, might receive a 65 or even a zero. Thus, there is an incentive to work together as a team. We will discuss in class the criteria used to evaluate each member to lessen the likelihood of low grades based on personal dislike, revenge, etc.

- Teams of students will create a workable business idea with a global or an international element to it and develop it into a business feasibility analysis, which will be presented to the class.
- Teams first submit Global Venture Idea (1 page long), which will be an initial attempt to describe the business opportunity and the proposed product or service, what market/customer needs are served by it, what its unique features are, and how it will create or add value to the buyer or end user. The summary report will include a brief explanation of why the team members are capable of executing this new venture.
- In class peer evaluation and feedback to each team's idea
- More detailed instructions of the report will be further given in class.
- Presentations. These will be short Power Point presentations through which students will summarize their business concept to the class (investors) and make their case for obtaining funding.
- Team that also prepares a short 3-5min (Youtube) video clip for your project can get an extra credit. The content of the clip can be innovative!
- In each Fall semester, the global venture idea is encouraged to be entered into the **Silicon Valley Innovation Challenge**. For details, please see: <http://www.sjsu.edu/svic/>

#### **b. Exams:**

Exams are designed to 1) assess the acquisition of concepts, theories and applications and 2) provide motivation to master these concepts, theories and applications. Exams will be in class, and will consist of objective and essay questions, and may also include case analysis. Both lectures and assigned reading materials, including case studies, are fair game for exams. The final exam will be comprehensive, covering material from the book, recommended readings, and additional readings handed out in class.

**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.

#### **c. Quizzes:**

Unannounced (pop) quizzes will be based on readings assigned for a particular class, on class discussions, guest lectures, videos, and related homework assignments completed since the last quiz or exam. These will be closed book. Lack of submission, regardless of reason, will result in "0" points. There will be no make-up quizzes. Academic dishonesty during a quiz will result in "0" points for the quiz.

#### **d. Homework and Class Participation:**

Students are expected to come to class prepared and actively participate in the class exercises and case study discussions and makes meaningful comments on both the readings and the experiences in the classroom. Quality class participation is a significant part of the class's learning process. It includes asking good and thought-provoking questions, coming up with learning points from our 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 case study questions will help you to make good contributions. Another aspect of participation is how well you help your learning group accomplish the tasks and exercises assigned both during and outside class. Thus, you should look upon your class contribution grade as something to be earned via consistent, daily contribution to the class discussion and to your learning group.

**As part of class participation, a 5-8 minute individual presentation is required for each student.** You can either talk about your own startup experience or identify a company that provides helpful products/services for

entrepreneurs/potential entrepreneurs. In the latter case, please also talk about your evaluation about the products/services.

Contributing to class is impossible if you are not there. If you are forced to miss a class due to illness, you are responsible for obtaining the material covered on that day. However, it is impossible to make up that session's portion of your overall class participation, thus reducing your final grade.

**f. Classroom etiquette:**

Please come to class on time and do not leave without the instructor's permission. Only one person has the floor at a time. Please do not speak to your neighbor while the professor or another student is addressing the class. Side conversations will be penalized. Please turn off all cell phones, don't surf the Internet during class. Computers may not be used in the classroom for any reason other than looking at the course Powerpoint slides. If you have a question or want to make a contribution to the class discussion, please raise your hand.

**Mid-term and Final Examination or Evaluation**

Exams are designed to 1) assess the acquisition of organization and management concepts, theories and applications and 2) provide motivation to master these concepts, theories and applications. Exams will be in class, closed book and will consist of objective and short questions. Both lectures and assigned reading materials are fair game for exams. The final exam will be comprehensive, covering material from the textbook. **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.

**Grading Information**

Your grade will be determined by the following:

<b>Task</b>	<b>% of Course Grade</b>
First Mid Term Exam	20%
Second Mid Term Exam	20%
Final Exam	25%
Team Project	20%
Class participation	15%
Total	100%

## Determination of Grades

### Grading Percentage Breakdown

Percentage	Grade
94% and above	A
93% - 90%	A-
89% - 87%	B+
86% - 84%	B
83% - 80%	B-
79% - 77%	C+
76% - 73%	C
72% - 70%	C-
69% - 67%	D+
66% - 63%	D
62% - 60%	D-
<b>below 60%</b>	<b>F</b>

“Passage of the Writing Skills Test (WST) or ENGL/LLD 100A with a C or better (C- not accepted), and completion of Core General Education are prerequisite to all SJSU Studies courses. Completion of, or co-registration in, 100W is strongly recommended. A minimum aggregate GPA of 2.0 in GE Areas R, S, & V shall be required of all students.”

#### **Extra credit options, if available:**

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. Students attending these talks by eminent entrepreneurs and industry leaders must sign the registration sheet and turn in a full page memo (single-spaced) afterwards on your main learning points from the talk. You will also gain extra points by writing a full-page (single-spaced) memo on any recommended books such as *The Monk and the Riddle* (by Komisar).

#### **Penalty (if any) for late or missed work:**

Assignments must be handed in on time **at the start of the class in which it is due** to receive credit. **No late assignments for group projects will be accepted.** Late assignments for individual homework can be accepted with the penalty of 20% every day after its due day. Failure to take an exam or turn in a project will result in a grade of zero.

**Academic Dishonesty:** Please note that plagiarism is a form of cheating, which consists of taking the ideas, writing, etc. from another and passing them off as one's own (Webster's New World dictionary). **Any form of academic dishonesty (including plagiarism) will result in a course grade of F for ALL parties involved.**

### **Classroom Protocol**

Lucas College and Graduate School of Business: Program Goals and Class room policy  
<http://www.sjsu.edu/cob/Students/policies/index.html>

### **University Policies**

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>"

### **Lucas College and Graduate School of Business:**

**Mission:** We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.

## Bus183 / Global Entrepreneurship, Fall2018, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

### Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/22	<b>Introduction &amp; syllabus review</b> Preparation: Show up!
2	8/27	<b>Entrepreneurship and creativity</b> Preparation: Ch. 1 & Ch. 4
2	8/29	<b>Team building class exercise</b> Preparation: must show up to build your team
3	9/3	Labor Day - campus closed
3	9/5	<b>Entrepreneurial opportunities from a global perspective</b> Preparation: Read Case Beijing Sammies (pp448-462)  <b>HW due: submit your team information for the project</b> , including team member's name, major, contact.
4	9/10	<b>Lab session at MLK library:</b> How to find data for global entrepreneurship  (class meet at <b>MLK213</b> directly. Librarian: Christa Bailey)
4	9/12	<b>Entrepreneur Guest Speaker</b> Ravishankar Gundlapalli Ph.D CEO, MentorCloud
5	9/17	<b>Motivation, foreign country selection and entering modes</b> Preparation: Ch. 5. Reference reading: Friedman (2005) 'The world is flat'
5	9/19	<b>Immigrant and ethnic entrepreneurs in Silicon Valley</b> Reference reading: Saxenian, Motoyama, Quan (2002)  <b>HW due:</b> Global venture idea concept statement (1 page per team)

Week	Date	Topics, Readings, Assignments, Deadlines
6	9/24	<p><b>Immigrant and ethnic entrepreneurship.</b>  <b>Case discussion: Malincho</b></p> <p><b>HW due:</b> read case posted online before class. Submit 1 page (1.5 space, 12 pt.)  <i>Answer the questions: 1) what entrepreneurial characteristics can you identify from the entrepreneur? 2) Is the business opportunity attractive? How do you evaluate the opportunity?</i></p>
6	9/26	Study day
7	10/1	<b>Midterm exam-1</b>
7	10/3	<p><b>Global venture idea feedback</b>  Idea evaluations and feedback in class</p>
8	10/8	<p><b>Bottom of the pyramid, disruptive innovation, &amp; industry/market analysis</b>  <b>Case: Tata's Swach</b>  Preparation: Ch.8  Reference: Porter (1990)</p>
8	10/10	<p><b>Business model analysis</b>  Preparation: Read the case of BYD, and understand how its business model is designed to adapt to the Chinese market.</p> <p><b>HW due:</b> Please write one page to answer: 1) What is your assessment of Wang's initial decision to focus on the manufacturing of rechargeable batteries? Why did he choose to enter an industry that was already dominated by large Japanese manufacturers with strong brand names and highly reliable manufacturing processes? 2) How did BYD diversify its business to achieve growth in the Chinese market?</p>
9	10/15	Special topic: The Sharing Economy (or trip to incubator TBD)
9	10/17	<p><b>Incubators and entrepreneur ecosystem in an international context</b>  <b>Case: Start-up Chile</b></p> <p><b>HW due:</b> Please write about one page to answer: What do you think are the key ingredients for an entrepreneurial ecosystem and what's your assessment of Start-up Chile?</p>
10	10/22	Study day
10	10/24	<b>Midterm exam-2</b>
11	10/29	<b>Financial statements for new venture</b>

Week	Date	Topics, Readings, Assignments, Deadlines
		<b>Case: Thumbs-up Video exercise</b>
11	10/31	<b>Entrepreneur Guest Speaker: Tony Vega</b>
12	11/5	<b>Financing issue, Silicon Valley and its VC Industry</b> Preparation: Ch. 11, 12.
12	11/7	<b>IP protection, social entrepreneurship, and international ventures</b> Preparation: Ch. 6.  <b>Case: Nutriset</b> <b>HW due:</b> Please write about one page to answer: What value does Nutriset provide? What is social entrepreneurship? Should Nutriset give up its intellectual property? What can Nutriset do in order to remain competitive, if Nutriset has to give up its intellectual property rights due to the pressure put by the NGOs?
13	11/12	Veteran's Day (Campus closed)
13	11/14	Professor away for conference. Students work on their projects.
14	11/19	<b>Implement a global entrepreneurial strategy</b> <b>Case: San Francisco Coffee House in Croatia</b>  <b>HW due:</b> Please write about one page to answer: 1) Should Tensek and Pacek consider franchising over organic growth strategy? 2) What adjustments would they need to make for franchising in the Croatian context? 3) How could they protect their intellectual property and business format know-how?
14	11/21	Happy Thanksgiving Holiday!
15	11/26	<u>Team presentations</u>
15	11/28	<u>No class. Attend Silicon Valley Innovation Challenge.</u>
16	12/3	<u>Team presentations</u> <b>HW due: Implementation feasibility report &amp; One-page Executive Summary &amp; Project peer evaluation form</b>
16	12/5	<u>Team presentations</u>

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
17	12/10	<u>Course wrap-up</u>
<b>Final Exam</b>		<b>Section 1: Tuesday, December 18. 10:30am-11:45am</b> <b>Section 2: Thursday, December 13. 10:30am-11:45am</b> <b>Students are NOT allowed to switch to another session for final exam.</b>