

**Global Entrepreneurship**  
22-ENTR-7025-001  
Lindner College of Business  
University of Cincinnati  
Summer Semester, 2017 (17-US)  
07-08 July, 21-22 July, 2017, 214 Lindner Hall

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**Learning Objectives:**

- ◆ Identify the aspects and importance of international entrepreneurship
- ◆ Describe opportunities available to small businesses in global operations
- ◆ Identify the important strategic issues in international entrepreneurship
- ◆ Discuss problems and barriers to international entrepreneurship
- ◆ Identify various assistance programs available to new and emerging firms for import/export
- ◆ Prepare an international new venture business plan

**Required Texts and Materials**

Foley, James F., 2014. The Global Entrepreneur: Taking Your Business International, 3<sup>rd</sup> Ed., Jamic Press International. ISBN: 9780975315316

Kelley, Donna, Bosma, Niels and Amoros, Jose Enersto, 2010. "Global Entrepreneurship Monitor: 2010 Global Report." Babson College and Universidad del Desarrollo. (Report on Bb; also 2006 report is available on Bb.)

Handouts as assigned.

**Brief Outline:**

Trends in International Business – Why Go Global?  
The Global Business Environment – Foreign Markets  
Formulating and Implementing a Global Strategy – A Customer Focus  
Emerging and Contemporary Issues in Global Business – Economic, Social, Political, Cultural  
International Corporate Entrepreneurship

Date 2017	Tentative Topic	Readings/Assignments
1) 07 July Friday		
08:00-10:15	Introduction; Entrepreneurship; Why Go Global?	Chapters 1, 2 (Foley) “The Global Entrepreneur” (Isenberg, 2008)
10:15-10:30	Break	
10:30-11:45	Entrepreneurship in Practice Selecting Foreign Markets Globalisation in Practice	Chapters 4, 5 (Foley) Video w/ Kenichi Ohmae “How to Start an Entrepreneurial Revolution” (Isenberg, 2010)
11:45-13:00	Lunch (on own)	
13:00-14:15	Researching Foreign Market Data Video: Pier 1 Imports	Chapters 3, 6 (Foley) Pier 1 Imports Company History
14:15-14:30	Break	
14:30-15:45	Foreign Market Entry Methods and Product Adaptation: Two Key Ques Video: Lands End and Yahoo!	Chapter 7, 22 (Foley)
15:45-16:00	Break	
16:00-16:45	Foreign Market Entry Methods and Product Adaptation (con’t)	Case: Starbucks: Striving for Global Dominance (for Sat.)
2) 08 July Saturday		
08:00-9:00	Team Time	
09:00-10:15	<b>Guest Speaker:</b> Mr. David Rapien Asst. Prof. Educator; IS Undergraduate Program Director Finding Overseas Buyers	Envisioning the Future: Beyond the Hololens  Chapters 8, 9 (Foley)
10:15-10:30	Break	
10:30-11:45	International Markets <b>Guest Speaker:</b> Mr. Zach Green, Founder, MN8Foxfire	Chapter 11 (Foley)

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11:45-13:00	Lunch (on own)	
13:00-14:15	Customer Service, Communication, and the Internet	Chapters 20, 21, 22 (Foley)
14:15-14:30	Break	
14:30-15:45	Int'l Distribution & Marketing	Chapters 18, 19 (Foley)
15:45-16:00	Break	Starbucks: Striving for Global Dominance
16:00-16:45	Int'l Distribution & Marketing	

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3) 21 July  
Friday

08:00-09:00	Team Time	
09:00-10:15	Crossing Cultures	Chapter 10 (Foley)
10:15-10:30	Break	
10:30-11:45	<b>Guest Speaker:</b> Mr. Mohamed Abulai, CEO FORCAM NA	
11:45-13:00	Lunch (on own)	
13:00-14:15	<b>Guest Speaker:</b> Mr. Marvin Cunningham, President, Long Stanton Mfg. Company	
14:15-14:30	Break	
14:30-15:45	The Mechanics Legal, Tax and Accounting Issues Global Start-up Issues	Chapters 14, 15, 16 (Foley) Chapters 12, 13 (Foley) Team ToyWorks Case/ Playmobile
15:45-16:00	Break	
16:00-16:45	Assessing Global Success	Chapters 17, 18, 20, 21 (Foley) Chapters 12, 13 (Foley)

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4) 22 July  
Saturday

08:00-09:00 Team Time

09:00-10:15 Global Innovation and  
Entrepreneurship

10:15-10:30 Break

10:30-11:45 Presentations: Teams 1 and 3 ALL 15 min Present/10 min Q&A

11:45-13:00 Lunch (provided)

13:00-14:00 Presentations: Teams 2 and 4 ALL 15 min Present/10 min Q&A

14:00-14:15 Break

14:15-15:15 Wrap-up

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**Grading:**

Class contribution and discussion	150
Written Assignment: Country Profile	150
Written Assignment: 20 Questions	100
In Class Presentation	200
Written Assignment: Global Business Plan	<u>400</u>
Total	<u>1000</u>

**Discussion/Contribution**

Everyone is expected to come to class prepared to discuss the assigned material for the day. Your class contribution grade will be a function of the **quality**, frequency, and focus of your comments during class.

Everyone will be responsible for facilitating the assigned discussion topic(s) for a given class. Each individual or team is given the opportunity to make points they feel are important, generate discussion, and summarize the content of the readings and discussion for the session. Students may also be called upon in class at random to discuss assigned readings and/or cases.

**Written Assignments**

**Assignment One:** Country Profile (Country choice due end of Class One; Profile due during Class Four) **Please use file naming rubric:**

**Team\_#\_AssignmentName\_INTB7025\_17US e.g.,  
Team\_1\_CountryProfile\_INTB7025\_17US**

In teams, please prepare an in depth country profile. Include information that you think is important for an entrepreneur or firms interested in going global would need to know. For example, you may want to include information regarding industry, economic, political, business, cultural, and geographic factors. From your in-depth analysis, prepare a two page executive summary and be prepared to share your executive summary with classmates and discuss in class. Please post your in-depth analysis (no more than 20 pages double-spaced) and your two-page executive summary to the File Exchange for your team, which is available on Bb.

**Assignments Two and Three:** 20 Questions (due Class Four); and International Business Plan (due Wednesday August 2<sup>nd</sup>) **Please use file naming rubric:**

**Team\_#\_AssignmentName\_INTB7025\_17US e.g., Team\_1\_20  
Questions\_INTB7025\_17US**

In teams, please prepare an international business plan for a new start up or an existing nascent start-up. Your Country Profile (see Assignment One above) may or may not be specific to your business plan. You will need to prepare and submit a short report (20

Questions) which you will submit and present in during Class Four; and the completed Business Plan (due Wednesday August 2<sup>nd</sup>). Please post your 20 Questions and Business Plan to the File Exchange in your team space which will be available on Bb.

**Global Business Plan Formatting:** Double spaced, 12 point font, 1-inch margins all around; max. 25 pages narrative; 15 pages appendix; **40 pages total**, exclusive of title page, table of contents, executive summary, and reference sections. Executive Summary may be single spaced, 1-3 pages, 12 point font, 1-inch margins all around. References may be APA, Chicago Style, or MLA.

The outline for the **20 Questions document is provided under Course Documents on our Blackboard web site and are required for each team.** In addition, the following brief outline may be helpful for your team to consider in preparation for both your presentation and during Class Four and the Global Business Plan.

- I. Title Page
- II. History/Overview of Company: Brief description of the problem/solution/market opportunity; the company's operation and products, evolution to the present, general background and experience of the owner(s), years in business, and number of employees, etc.
- III. Statement of Objectives: Concise statement of the pain/problem, solution, and the venture's business objectives. How are these quantifiable, measurable, and attainable?
- IV. SWOT Analysis: A concise analysis of the firm's strengths, weaknesses, opportunities (focus on market opportunities, not action steps), and threats. What are the firm's distinctive competencies and competitive weaknesses?
- V. Industry Overview.
- VI. Organizational Overview.
- VII. Market Overview (including location).
- VIII. Financial Overview

Suggested Outline for the comprehensive **Global Business Plan** (be sure to include all references and citations) (due Wednesday August 2<sup>nd</sup>):

- Title Page
- i. Table of Contents
- ii. Executive Summary (**Required**)
1. Mission Statement and Objectives

2. Description of Business (Problem/Solution/Market Opportunity)
3. Industry Profile
4. Description of Products and/or Services Offered
5. Marketing Strategy
6. Management Team
7. Financial Plan
8. Production Plan (if applicable)
9. Appendices: Including global data, pertinent financial statements, market survey information, and other material that was used in the preparation of your business plan. All appendices should be referenced in the text of the report.

The following are research tools discussed in our text: Foley, James F., 2014, The Global Entrepreneur: Taking Your Business International 3<sup>rd</sup> Ed., Jamic Press International.

**American Export Register (AMR)** - [www.thomaspublishing.com](http://www.thomaspublishing.com)

Published by the same company as the Thomas Register. Essentially competition to Commercial News USA, but does offer free listings in their directory. Can be a very effective mechanism for advertising to new foreign buyers. Company search plus advertising details available at the above site. Follow links to American Export Register.

**Association for International Business** - [www.earthone.com](http://www.earthone.com)

Homepage for this nonprofit association dedicated to helping business people around the world share resources, knowledge, and experiences. Great site with interesting discussion groups.

**Commercial News USA (CNUSA)** - [www.cnewsusa.com](http://www.cnewsusa.com)

This site provides full details of the services offered by this U.S. Department of Commerce supported advertising vehicle for finding overseas buyers. Follow the links from the button of the left market "Advertising". Also includes access to their advertiser database and trade leads database.

**Country Commercial Guides (CCGs)** – [www.stat-usa.gov](http://www.stat-usa.gov)

These are part of the National Trade Data Bank and are also discussed in detail in Chapter 6.

**Directory Of U.S. Exporters** - [www.pierspub.com](http://www.pierspub.com)

The text details the information provided in this database in Figure 6.9. The database is published by the Journal of Commerce. Other products from the Journal are shown at

www.joc.com. They recently added an on-line search service which is free, but limited to very summary-type details.

### **"Doing Business In ..."** - Price Waterhouse Information Guides

Price Waterhouse offers an excellent series of guides to doing business in specific countries. Though not all countries are available, there are over 75 separate books available. Though much of the data duplicates what is available from the National Trade Data Bank, the Price Waterhouse guides tend to provide much greater detail on legal, financial, and accounting issues. They are particularly strong on issues related to setting up offices or business structures in foreign countries. The easiest way to get a copy for a particular country is to contact your local Price Waterhouse office. Their website at [www.pwcglobal.com](http://www.pwcglobal.com) offers locations throughout the world, with those in the U.S. listed at [www.pwcglobal.com/us](http://www.pwcglobal.com/us). Pricing may vary, but they are very affordable.

### **Dow Jones Interactive** - [www.djinteractive.com](http://www.djinteractive.com)

This database is first discussed on page 77. It is only one example of numerous sources for business publications and other type of periodicals. The Dow Jones site is particularly complete, but many others are direct competitors, such as Lexis-Nexis. Most libraries, including the U.C. library, will have access to these databases. For an alternative, visit [www.lexis-nexis.com](http://www.lexis-nexis.com). **(Note: if you go to sites such as STAT USA or the DOW JONES INTERACTIVE via the U.C. ISP or library, you can access this information at no cost.)**

### **Dun & Bradstreet** - [www.dnb.com](http://www.dnb.com)

Extensive collection of company contacts and credit reports. Global coverage. Can be expensive, but particularly useful if selecting foreign buyers without travel.

### **Guía Export** - [www.guiaexport.com](http://www.guiaexport.com)

A good example of a private industry "export yellow pages." Useful for both finding overseas buyers and advertising to those buyers. Primary focus is Latin America.

### **Europages** - [www.europages.com](http://www.europages.com)

This website offers a listing of yellow pages for 30 European countries. It also has links to other yellow pages. Inquiries are free.

### **Harmonized Tariff Schedule (HTS)**

This book lists the harmonized tariff schedule codes for use when importing. It is available through the U.S. Government Printing Office. It is also available online at <http://www.customs.ustreas.gov/imp-exp/rulings/harmoniz/index.htm>.



### **International Trade Statistics Yearbook**

This annual book lists trade statistic between nations. It is published in two volumes by the United Nations, New York. OCLC ID No.: 12857462. It uses the SITC code to classify products. Much of the data in the book can be found at [gopher://gopher.unicc.org/11/itc/dir3](http://gopher://gopher.unicc.org/11/itc/dir3).

### **Kompass International** - [www.kompass.com](http://www.kompass.com)

Global database of foreign buyers searchable by product and country. Searching is free. Detailed company is available for free only for companies that are advertisers with Kompass. Impressive site. Excellent for gauging the size of a foreign market based on the number of importers/companies involved with a particular product. Even features and automatic translation feature!

### **Michigan State University CIBER (Center for International Business Education and Research)** - [www.ciber.bus.msu.edu](http://www.ciber.bus.msu.edu)

Excellent example of an international megasite containing numerous resources for international research. One of the single best sites for links to other international sites, including market research and locating foreign buyers.

### **National Trade Data Bank / STAT-USA**

This collection of databases offered by the U.S. government is discussed in greater detail in Chapter 6. It is cited in this chapter as an excellent source for country-specific data on trade barriers. The NTDB is available to U.C. students at no charge if you use the U.C. connect of U.C. library.

### **North American Industry Classification System (NAICS)**

Details of the NAICS systems can be found at [www.census.gov/naics](http://www.census.gov/naics) or at [www.ntis.gov/business/sic.htm](http://www.ntis.gov/business/sic.htm).

### **PIERS - Port Import Export Reporting Service** - [www.piers.com](http://www.piers.com)

There will be occasions, especially if the product being research does not have a close match with its harmonized code, that the PEIRS report will be critical to a company's international research. The text details the data provided in the report in Figure 6.8.

### **Trade Compass** - [www.tradecompass.com](http://www.tradecompass.com)

Good example of a for-profit international trade site. Filled with various databases and links including on-line education courses. Very progressive site.

### **Schedule B Book**

This book lists the export harmonized codes for use when exporting. It is available through the U.S. Government Printing Office. It is also available online at <http://www.census.gov/foreign-trade/www/schedb97.html>.

### **Standard Industrial Classification (SIC)**

A searchable site to find the SIC code for an industry is available at [www.osha.gov/oshstats/sicsr.html](http://www.osha.gov/oshstats/sicsr.html).

### **STAT-USA / National Trade Data Bank - [www.stat-usa.gov](http://www.stat-usa.gov)**

This mega-database of international trade data is available through the Internet at for \$175/year. Alternatively it is offered on CDROM for approximately \$500/year. Given its relatively low cost, it is arguable the most important tool for international research.

### **United Nations International Trade Statistics Yearbook**

So far, this data is primarily available via the reference book printed annually. Many libraries routinely subscribe to this book. The cost is \$135 for both volumes. (UN Publications #B.98XVII.2H 9210611721 for the 1998 annual which contains 1996 trade data. As of August 1999, the 1999 yearbook was not available which would contain 1997 trade data.)

As mentioned in the text, some data from the book is available at a gopher site: <gopher://gopher.unicc.org/11/itc/dir3>. Details of the publication are available at the United Nations Bookstore website at [www.un.org/Pubs](http://www.un.org/Pubs). Alternatively, phone 1-800-253-9646.

### **U.S. Exports by Commodity - [www.stat-usa.gov](http://www.stat-usa.gov)**

This valuable report is included in the National Trade Data Bank. It lists exports from the U.S. categorized by harmonized code. It includes the most recent month, year-to-date, and comparisons with past years. The text gives an examples of a report in Figure 6.7 and a detailed discussion of using the report in international research. The companion database is U.S. Imports by Commodity, also included in the National Trade Data Bank.

### **U.S. Department of Commerce - [www.doc.gov](http://www.doc.gov)**

This is the U.S. department primarily charged with international trade promotion and assistance. This site has numerous links and pages of interest to companies. An important one is the International Trade Administration at [www.ita.doc.gov](http://www.ita.doc.gov). It includes a number of databases for free. To find the closest office of the U.S. Department of Commerce, to the ITA website, and choose the page "Export Assistance Center Directory". It will list all the offices in the U.S.

**U.S. Exporters Yellow Pages** - [www.docexport.com](http://www.docexport.com)

This is the only official export yellow pages of the U.S. government. It can be helpful in finding overseas buyers.

**Exportzone** - [www.exportzone.com](http://www.exportzone.com)

Offers links and support for both exporters and importers. Very complete.