



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2019	COURSE NO: IBUS 368	
INSTRUCTOR:	COURSE TITLE: INTERNATIONAL ENTREPRENEURSHIP	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities, and team meetings to collaborate in the preparation of the group assignments for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework and BADM 268; OR 6 NABU credits

CALENDAR DESCRIPTION

Entrepreneurs who aspire to doing business internationally will naturally face business environments different from their home country. To overcome this challenge, these entrepreneurs need to explore and apply a variety of international business-related topics such as trade rules and theories, financing, export and import processes, risk analysis, risk management, logistics, and cultural diversity.

REQUIRED TEXTS AND/OR RESOURCES

Knowles R, Castillo, C. (2017). Small Business An Entrepreneur's Plan (7th Enhanced Canadian Edition). Toronto: Nelson Education.

Other resources:

Business <http://libguides.capilanou.ca/business>

Industry <http://libguides.capilanou.ca/industry>

Company <http://libguides.capilanou.ca/company>

Consumer <http://libguides.capilanou.ca/consumer>

Country <http://libguides.capilanou.ca/country>

International Business <http://libguides.capilanou.ca/internationalbusiness>

Market Research <http://libguides.capilanou.ca/marketresearch>

Marketing <http://libguides.capilanou.ca/marketing>

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Use proper international business and entrepreneurship language in the description and presentation of international business opportunities
- Develop and deliver a professional level presentation of a feasibility study and a business plan
- Properly and effectively present in written an international business idea or plan
- Recognize the need for new skills and knowledge to be successful in the international business arena
- Demonstrate a familiarity with the application of knowledge and information from different regions, legal environments and requirements to do business internationally, including trade rules, monetary and financing issues
- Gain and apply knowledge into markets, infrastructure availability, risk analysis, risk management, operational regulations, and communications options in other countries
- Demonstrate an understanding of international financing options including private, public and government (export development bank) sources
- Identify and understand the export/import processes
- Prepare and present an international business plan and its implementation to a professional panel
- Use a collaborative, team approach to complete a complex task within tight time constraints
- Use individual and group leadership abilities to work effectively in a complex group project
- Produce an outcome that requires true collaboration
- Identify the challenges derived from cultural diversity
- Recognize the dimensions and depth of social and individual impact resulting from the implementation of an international business plan
- Integrate social and individual, global and local perspectives into situation analysis and decision making when exploring international business opportunities

COURSE CONTENT

Week	Topic
1	Course introduction, group selection and rules, team building Exploring your options as an entrepreneur
2	Spotting trends and opportunities, global considerations Positioning yourself as an entrepreneur for Market opportunities Generating your business idea – group exercise
3	Profiling your target customer, cross cultural considerations Generating your business idea – group exercise The entrepreneurs journey – guest speaker
4	Learning from competition, competitive intelligence Pricing and promoting your product or service In class quiz Chapters 1, 2, 3, 4

5	Distribution and location considerations, challenges and opportunities within the global context Presentation of business idea proposals Business idea proposal written paper due Feb 5
6	Legal concerns, international trade, Canadian law, international considerations Risk management issues, country risk assessment
7	The power of numbers Financing your business, resources, foreign exchange rates, payment methods In class quiz Chapters 5, 6, 7, 8
8	Building and managing a winning team, cultural considerations Buying a business
9	Buying a franchise or franchising your business Business plan – group work and check in
10	Pulling the plan together Business plan – group work and check in In class quiz Chapters 9, 10, 11, 12, 13
11	Presentation of business plans – oral presentation in class
12	Presentation feedback given
13	Written Business Plan Due
14-15	Final Exam Period

EVALUATION PROFILE

Assessment	% of Final Grade
In class quizzes (3 tests, 10% each)	30%
Participation	5%
Business proposal	10%
Business plan paper	35%
Business plan presentation	15%
Peer evaluation	5%
Total	100%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Participation

Participation is graded on a combination of attendance, preparation before class (reading/small self-checking for knowledge and application questions later taken up in class), active participation during in class discussions, contribution to current news and application of course concepts discussion at the beginning of the class.

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.