



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Summer 2022	COURSE NO: IBUS 368	
INSTRUCTOR:	COURSE TITLE: International Entrepreneurship	
OFFICE: LOCAL: E-MAIL:	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 for a 15- week semester, which included two weeks for final exams. This course may be offered in mixed mode or online format.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework; 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. The course combines a blend of lectures, assignments, guest speakers, teamwork, research, case studies, and discussion of events affecting international business. Students will expand their knowledge and terminology of international business and the process that entrepreneurs go through to prepare an international business plan.

COURSE NOTE:

It is recommended that students take BADM 268 prior to this course.

REQUIRED TEXTS AND/OR RESOURCES

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

Additional readings, resources and case studies with an international focus will be provided by the instructor.

COURSE STUDENT LEARNING OUTCOMES

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

1. Demonstrate analytical thinking while applying key course concepts by spotting trends and opportunities, generating business ideas, profiling the target customer, competitive intelligence, cross-cultural considerations, understanding the global context for pricing, promotion and distribution decisions, trade considerations including importing/exporting, risk management and financing.
2. Defend business proposals by assessing actual market opportunities, strategies and decisions made by entrepreneurs.
3. Create a business proposal based on research for a market opportunity, and apply course concepts by creating an international business plan and presentation.
4. Develop communication and teamwork skills through case discussion, and group decision-making.

COURSE CONTENT

Week	Topic
Week 1	Course overview, exploring your options as an entrepreneur Ch 1
Week 2	Spotting trends and opportunities, global considerations, generating your business idea Ch 2
Week 3	Positioning yourself as an entrepreneur for global market opportunities Generating your business idea – group exercise Submit business plan group members Ch 3
Week 4	Profiling your target customer, cross cultural considerations Ch 4 <i>Entrepreneurs Journey guest speaker #1</i>
Week 5	Learning from competition, competitive intelligence, pricing and promoting your product or service. Ch 5, 6
Week 6	Trade, importing and exporting considerations. Small Business BC Resource Centre tour, importing/exporting trade seminar Oral presentation of business plan ideas for class feedback
Week 7	Distribution and location considerations, challenges and opportunities within the global context, legal concerns, international trade, Canadian law. Ch 7, 8 Quiz on Ch 1, 2, 3, 4 Business plan proposals due May 31
Week 8	Risk management issues, country risk assessment. The power of numbers. Ch 9, 10

	In class quiz 2 on Ch 5, 6, 7 & 8 Group project work & check in
Week 9	Financing your business, resources, foreign exchange rates, payment methods. Ch 11 <i>An Entrepreneur's Journey: Guest speaker #2</i> Group project work & check in
Week 10	Buying a business. Buying a franchise or franchising your business. Ch 13, 14 Group project work & check in <i>An Entrepreneur's Journey: Guest speaker #3 (franchise related)</i>
Week 11	Building and managing a winning team, pulling the plan together Ch 12, 15 Group project work & check in
Week 12	Oral presentation of international business plans
Week 13	Written business plan due In class quiz 3 on Ch 9, 10, 11, 12, 14
14-15	Final exam period – No exam

EVALUATION PROFILE

Assessment	% of Final Grade
In class quizzes (3 x 10% each)	30%
Business proposal	10%
Business plan paper	35%
Business plan presentation	15%
Assignments and in-class activities	10%
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			

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. Late assignments will receive a late penalty of 20% per day. In extenuating circumstances late assignments will be accepted without penalty. 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

Regular attendance and punctuality are both essential and expected.

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 eLearn; 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.