



Curriculum - 2017
BBA Hons (Entrepreneurship) Degree Program
Faculty of Management and Finance
University of Ruhuna

ENT 41233: International Entrepreneurship

Level: 4000

Number of Credits : 03

Course Description

This course provides an understanding of the international business environment, internationalization process, and entry modes of international ventures. Further, it enables to develop a business plan for international business and determine strategies for succession of business venture in the international market.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Understand the international business environment
- Identify business opportunities in the international market
- Develop a business plan for international market
- Determine strategies for ensuring the success and survival of the business venture in the international market.

Teaching/Learning Methods

Lectures, Group discussions, Workshops, Seminars and Site visits

Methods of Assessment

In-course Assessments : 30%
End Semester Examination : 70%

Course Contents

1. Introduction to international entrepreneurship
2. Globalization and the international business environment
3. Business opportunities in the international market
4. Motives for entering into the international market
5. Culture and international entrepreneurship
6. Internationalization process of ventures
7. Developing a business plan for entering into the international market
8. Entry modes for entering into the international market
9. Expansion and growth strategies for surviving in the international market
10. International networks developments
11. Role of the government regarding the international business arena
12. Trends in international entrepreneurship

Recommended Readings

1. Histrich, R. D. (2016), *International Entrepreneurship, Starting, Developing and managing a global Venture*. (3rd ed.). Sage Publication.
2. Jolanda,H. (2008). *International Entrepreneurship. Value Creation across National Borders*, Erasmus Research Institute of Management(ERIM) RSM Erasmus University/Erasmus School of Economics Erasmus University Rotterdam, Haveka