



**Nottingham Business School**

*Delivering education and research that combines academic excellence with impact upon business and society*

# Postgraduate Module Handbook

Module Title: INTERNATIONAL  
ENTREPRENEURSHIP

Module Leader: Dr. Katia Vladova



**NOTTINGHAM  
BUSINESS SCHOOL**  
Nottingham Trent University 

## **Welcome Message from Module Leader**

Dear students,

Welcome to the **International Entrepreneurship** module!

Researching entrepreneurship is fun, fascinating and frustrating - and important. One of the fascinations is the richness of the phenomenon, which leads to one of the greatest frustrations, namely the lack of a common understanding of what precisely entrepreneurship is. Together we will discover some theoretical and practical aspects of developing and growing a small business internationally and advance cross-national comparisons of entrepreneurial activity. Through considering a range of key issues and topics, you will develop understanding of entrepreneurship in an international context, its challenges and opportunities. In addition to lectures, you will work on business cases and assignments and finally you will prepare your venture plan.

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## Introduction

### Welcome to the International Entrepreneurship module!

This course focuses on how to conduct business across borders. It addresses how founders/ owners of entrepreneurial ventures and professional managers of entrepreneurial companies exploit international business opportunities and address the challenges of conducting business internationally. This course discusses multidisciplinary concepts and theories that are used to establish and deal with entrepreneurial international operations. It will provide students also with an understanding of the financing options available to start-up and developing companies.

A set of lectures will introduce you to the above concepts, which will be explored further in a series of workshops.

**The team** comprises academics from various disciplines. Names and contact details can be found below. **Please use email wherever possible and always make provisional appointment if you need to see your tutor**, we are rarely to be found in our rooms and, when there, are usually busy!

### How to Communicate with Your Module Team:

Dr. Katia Vladova (Module Leader) [vladova\\_k@ue-varna.bg](mailto:vladova_k@ue-varna.bg)

Dr. Juliyan Narlev [jnarlev@ue-varna.bg](mailto:jnarlev@ue-varna.bg)

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## **The Aims of this Module**

The aims as set out in the Module Specification Form are the following:

- a) To develop a critical evaluation of key issues in international entrepreneurship;
- b) To develop profound knowledge and skills needed to identify and evaluate market opportunities for new businesses;
- c) To develop a venture plan and abilities to prepare presentations and business plans to attract various stakeholders: employees, partners, investors and customers
- d) To develop presentation skills.

## **The Learning Outcomes for this Module**

**Knowledge and understanding.** After studying this module you should be able to:

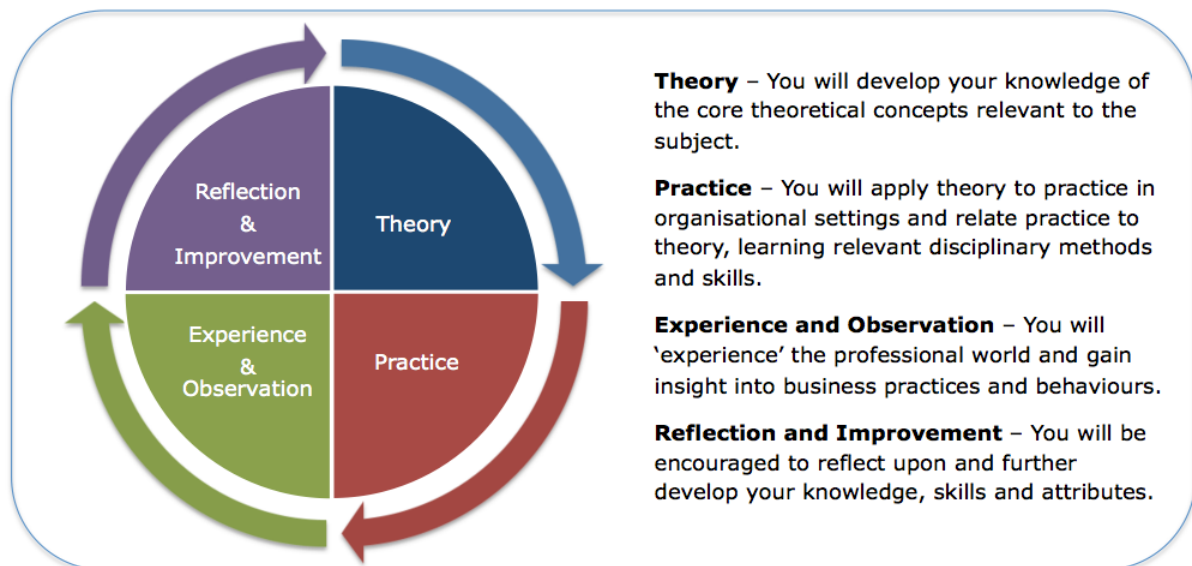
- Develop an understanding of its aptitude for entrepreneurship as well as the issues involved in initiating a new venture;
- Understand how entrepreneurs in different cultures and economies create, find, control and use resources to build a growth-oriented venture;
- Verify theoretical knowledge through case studies;

**Skills, qualities and attributes.** After studying this module you should be able to:

- Develop skills in entrepreneurial management including opportunity recognition, market assessment, and feasibility analysis;
- Acquire presentation/ planning and stakeholder-side business evaluation and collaboration skills as well;
- Assess the viability of a new business concept or idea;

## A Structured Approach to Your Learning

In your modules and throughout your course you will study different theories, concepts and approaches and be given opportunities to apply these in a range of practical settings. Your understanding will be enhanced through the direct experience of business, where you will be able to observe business practices and behaviours (including your own) and analyse these using your theoretical knowledge. By reflecting on these experiences, you will be able to identify how the implementation of different theories can be improved, or even consider how a theory itself might be improved.



Below you will find information on the content and approach to teaching in this module and how this relates to each of these domains for learning.

Theory	Main theoretical concepts explaining what Entrepreneurship is and who entrepreneurs are. Furthermore the traits and cultural dimensions of an International Entrepreneur will be explained in details. The main focus is on the process of developing a global business plan - its purpose and structure.
Practice	Students will apply and verify the theoretical concepts learned to practical business cases.
Experience & Observation	Students are expected to prepare a venture plan and a presentation. They will assess the viability of a new business concept. Moreover, students will understand how entrepreneurs in different cultures and economies create, find, control, and use resources to build a growth-oriented venture.
Reflection & Improvement	Students will acquire presentation and planning skills – opportunity recognition, market assessment and feasibility analysis.

## The Timetable of Teaching Activities

Below are details of your timetabled sessions. This information will help you to plan your work.

### Module International Entrepreneurship

Week	Week Starts	Topic		T	P	EO	RI	Tutor
35	21/03/16	D1-S1	Entrepreneurship – main concepts and theories	x				
		D2-S1	The role of entrepreneurship in the economy	x	x			
		D3-S1	Importance of international entrepreneurship	x	x	x		
		D4-S1	Cultures and international entrepreneurship	x	x	x	x	
36	28/03/16	D1-S1	Developing a global business plan	x	x			
		D2-S1	Implementing and managing a global entrepreneurial strategy	x	x	x		
		D3-S1	Entrepreneurship as risk taking and risk creation	x	x	x	x	
		D4-S1	Market opportunities and their evaluation	x	x	x	x	
37	04/04/16	D1-S1	New companies' creation – stages of start-up process			x	x	
		D2-S1	New companies' creation – a case study				x	
		D3-S1	Factors determining the success and failures of newly created companies		x	x	x	
		D4-S1	Presentation of students' projects			x	x	
			Assessment Week					
		D1-A1						
		D2-A2						

## How You will Receive Feedback

### TEAM PRESENTATION GUIDELINES

“Using the *theoretical* concepts explained during the lectures, structure your presentation highlighting the **area of your venture plan, the context of your business and the aspect your venture plan will investigate.**

During the presentation it is fundamental to:

- a. Explain and assess the importance of investigating your idea
- b. Show your capabilities of providing analyses linked to the development of your idea
- c. Show your capabilities of providing analyses linked to the external environment
- d. Show your capabilities of providing analyses linked to the internal environment
- e. Reflect upon the challenges and risks facing the development of your idea

Every students’ team must choose a venture idea that can be implemented in the practice. **You MUST inform your tutor of the venture idea you have chosen by week 6.**

**Remember that 100% of your final mark** will be derived from the presentation of your venture plan. You might find some the guidelines quite ‘vague’, i.e. we have not given you any detailed prescription to follow. This is a deliberate choice to engage you in the preparation of the presentation according to what you have learned from the lectures and seminars.

Your tutor will be contactable by email should you have specific questions as part of your preparation, but overall **you** need to read, think, talk and decide on the structure and format of the presentation. **Please be aware that all materials used during the presentations must not offend in any way your audience and particularly international students.**



## **SPECIFIC ASSESSMENT CRITERIA FOR THE STUDENTS' TEAM-WORK PRESENTATIONS**

Your tutor will give you a mark for your presentation on the basis of the criteria below:  
(See student feedback form in **Appendix 1**)

1. **Knowledge & Understanding (50%)** – how well the students have understood the teaching material: entrepreneurial concepts, analyses needed, and their general business awareness. How well students have identified the gap in the products and services offered on the market and those who clients need and are ready to pay for.
2. **Communication & Presentation Skills (30%)** – how well they are able to communicate this material to other audience members and engage with the audience. It means that this knowledge will not be merely '*read out*' or passively recall, but be part of the interactive management of the presentation.
3. **Structure, Time Management, Focus and Aids (20%)** - the event has clear structure and time is carefully managed to ensure that objectives are met and conclusions are reached. (So, you should aim to structure your material to fill approximately 5-7 minutes' worth of presentation).

### **SOME MORE INFO ON THE PRESENTATION**

**The role of the tutor in the student presentations is as observer.** She will hand over the running of the presentation to you at the beginning of the session. She might of course want to make some contributions as part of the overall presentation or add some observations. **You must not rely on the tutor to 'run the show for you' – this will be indeed your responsibility.**

#### **Do not forget:**

- a) That you have time to ask for your tutors' feedback on your research topic during the seminars.
- b) That you should briefly (orally) justify your choices with regard to each of the above aspects.



## **TEAM ASSIGNMENT VENTURE PLAN**

**(word limit: 2200 +/- 220)**

**DEADLINE & SUBMISSION DETAILS:** The venture plan must be submitted, during the last week of the module – **April 6<sup>th</sup> 2016**.

An ***identical electronic copy of the proposal must be submitted*** by the same deadline together with the hardcopy of the report. **Put the hardcopy of the research proposal in a plastic wallet before handing it to your tutor. DO NOT SEND THE ELECTRONIC COPY VIA EMAIL.** The electronic copy will allow us to verify word length and to check for plagiarism.

**CONTENT:** The purpose of the venture plan is to ensure you can confidently defend your idea and show that it is worth investing in it.

**Your Venture Plan MUST have the following structure:**

1. **Introduction** – resume and contents of the venture plan. You must **highlight your key idea**.
2. **Description of the company and its products and services.** You have to describe the company and its activities as well as the branch specifics. Furthermore you have to specify the market – your competitors and your clients. Please provide respective analyses revealing your arguments.
3. **Management and organization of the company** - highlight the specifics of the production process and internal organisation as well as the company organization structure.
4. **Financial part** - Present and discuss how your idea will be financed and provide a detailed financial plan.
5. **Potential risks** - Discuss the potential challenges and limitations linked to the development of your idea.

**Please remember!**

**All sources of theory and data must be fully referenced using the Harvard System.** *Under no circumstances should articles and books be mentioned without full references being given. Changing just a few words is also unacceptable. Of course you should direct the reader to relevant sources etc, but do not lift*

*sentences or ideas without attribution. Any statements without supporting Harvard references will be deemed inadmissible.*

*If you are writing from personal experience or observation, this should be stated. However this is not just about personal experience. If something has been observed, research should be carried out to find corroboration or otherwise in **various** sources (preferably not just one book or website). At the end, you should provide a List of References that demonstrates you have read **widely** from a range of sources: books, academic articles. For further guidance on plagiarism and how to avoid, please refer to the Student Support Guide on this subject.*

### **FORMAT**

The main body of your venture plan (including footnotes, but excluding title page, table of contents, headers, footers and appendices) should be **about 2,200 words** (+/-10% is acceptable). **The style should be formal, avoiding the use of the first person.**

Venture plan format should be used with a **table of contents, clear sections with meaningful headings, and appendices as appropriate.**

**The venture plan should be produced using Palatino Linotype or Book Antiqua 11 point font, 1½ line spacing on one side of A4 paper.**

- 1 **References** - using **Harvard Referencing System** (Guidelines available electronically from NTU Library website)
- 2 **Appendices** - apart from the list of references (which should be extensive and wide ranging), these might include further suggested reading, graphs, helpful details, **electronic multiple choice questionnaire answers and score**, etc.

## How You will be Assessed?

### Specific Assessment Criteria for the Venture plan:

1. **Knowledge & Argument (50%)** – the students should be able to demonstrate a good understanding of concepts and theories, provide a critical evaluation of selected frameworks, highlight the main differences and apply them to their context of the venture plan.
2. **Critical Reflection (30%)** – students should be able to reflect upon the previous literature that relates to their chosen research topic and detect a gap that can be addressed to put forward an original and significant contribution to existing knowledge.
3. **Structure & Design (10%)** - the style of the venture plan should be formal following the recommended structure with attention to details such as title page, table of contents, headers, footers and appendices. The word limit should not exceed 2,200. The written style should be mature and ideas and points are communicated impressively.
4. **References and Appendices (10%)** – students should reference according to **Harvard style**. The referencing should follow Harvard system. Appendices should be used effectively to support the main body of the report.

## **Reading List**

**Hisrich, Robert D International entrepreneurship : starting, developing, and managing a global venture, 2nd Edition, SAGE Publications, c2013**

## **Guidance for Independent Study**

### **Feedback Your Views to the Module Team**

Around three quarters of the way through the module you will receive a student feedback survey. This is your opportunity to tell us your views on your experience in this module. The survey will cover all aspects of the module including the quality of teaching, module resources and organisation. We will use this feedback to help inform changes to the module so that we can continuously improve.

We will provide you with a summary of the feedback students have given on the module NOW page.

### **Additional Information (optional)**

MARKER \_\_\_\_\_ MARK \_\_\_\_\_

Mark	Knowledge and understanding	Communication and presentation	Structure, time mgmt, focus, aids
70 +	Excellent background work in researching the venture idea explored. Appropriate comprehension of the main dimensions. Excellent description of the venture idea. Excellent analyses provided and informed conclusions. Original contribution to knowledge and practice.	Professional communication skills. Audibility is endorsed by adequate 'vocal presence' and proxemics. Good eye contact throughout. Speaker's notes effectively support the delivery. Entries and data are easily accessible through the use of elements such as tables and graphs.	Excellent quality of slide show. Excellent and straightforward structure. Excellent time management. Aids and material are clear and adequately support the presentation. Sources are properly acknowledged
60 +	Good work; venture idea is well explored. Good description of the venture idea. Good level of analyses provided with good understanding of the current situation.	Good communication skills. Audibility needs improvement and tone should be used to enforce key concepts. Good eye contact and non verbal communication. More attention needed on making entries, data, and theories more accessible.	Good quality of slide show. Good structure. Good time management. Aids and material are clear and adequately support the presentation. Sources are properly acknowledged
50 +	Some evidence of appropriate reading. Few definitions are offered. Some conclusions are presented but they do not show criticality and/or coherence with the discussion. Venture idea description need refining. Key elements of the analyses are exploited.	Communication skills are not yet at a professional level. Some elements of non verbal communication are present but they should be used to endorse key concepts. Limited attention to the role of volume and tone of voice.	Slideshow could have substantially enhanced the presentation. Limited use of aids which need better debrief. Acceptable time management. Sources are not properly acknowledged. Need for more focus.
40 +	Minimum effort in investigating the venture idea. Superficial understanding of the main dynamics. Venture idea description is poor. Little evidence to support the arguments and analyses. Description and prescription prevail.	Communication skills need some refinement. Non verbal communication should be used to effectively support the presentation. An extensive use of speaker's notes makes difficult to maintain adequate eye contact. 'Messy' attempt to present concepts.	Slideshow offers a basic support to the presentation. Aids are of little relevance to the discussion. Referencing style is not at an adequate academic level. Poor time management. Need for more focus.
FAIL	Poor understanding of the venture idea investigated. Substantial lack of knowledge of the theory. Inadequate analyses and incoherent conclusions not supported with evidence and arguments.	Communication skills need substantial improvement. Proxemics and non verbal communication are not used to support the delivery. Pace and low volume jeopardize the overall audibility. Failure to get concepts across.	Slideshow is of poor quality and does not add anything to the delivery. No ads are used. Bad time management. Poor or no references. Lack of focus.

Mark	Knowledge and argument	Critical reflection	Structure and design	References and appendices
70 +	Well introduced venture idea. Really clear identification of the main parts of the venture plan. Really clear arguments supported by analyses, evidence and personal experience. Excellent structure and argumentation. Potential for an original and significant contribution to knowledge and practice.	Excellent level of analyzing the topic. Excellent reflection on the implications of the venture idea.	Excellent layout with logical structure, and meaningful headings throughout. Palatino Linotype (or Book Antiqua) 11pt font and 1½ line spacing.	Accurate Harvard referencing throughout. Excellent reflection on sources available/used. Excellent, apparently honest, reflection on personal skills and progress since December's review.
60 +	Good introduction to the venture idea. Clear identification of main parts of the venture plan. Some evidence given to support the argument. Good structure and argumentation. Overall acceptable link to the theory and practice.	Good level of analyzing topic. Reasonable reflection on the implications of the venture idea.	Good layout with clear structure. Attempt at meaningful headings. Palatino Linotype (or Book Antiqua) 11pt font and 1½ line spacing.	Good Harvard referencing throughout. Good reflection on sources available/used. Good reflection on personal skills and progress since December's review.
50 +	Basic introduction to the venture idea. Basic identification of the main parts of the venture plan. Acceptable structure and argumentation, but there is need to improve. All evidence fully referenced. More justification would be better.	Basic level of analyzing the topic. Basic reflection on the implications of the venture idea.	Basic layout with structure not always clear. Headings and layout could be improved. Palatino Linotype (or Book Antiqua) 11pt font and 1½ line spacing.	Harvard referencing could be improved. Reflection on sources available/used could be improved. Reflection on personal skills and progress since December's review could be improved.
40 +	Sparse introduction and weak argument. Little links to evidence, poor analyses and arguments. Theory is illustrated descriptively.	Poor level of reflection, very descriptive illustration of the venture idea. Poor reflection on the implications of the venture idea.	Poor layout, not always meaningful headings. ≠ Palatino Linotype (or Book Antiqua) 11pt font and 1½ line spacing.	Not fully and not properly referenced. Lack of reflection on sources available/used. Little reflection on personal skills.
FAIL	Poorly introduced or inappropriate argument. Clearly way under (over) word count. Almost no back-up theory. Evidence is not provided, poor description of the venture idea, and confused analyses section.	Ill thought out reflection on the implications of the venture idea.	Very poor layout, not always meaningful headings. ≠ Palatino Linotype (or Book Antiqua) 11pt font and 1½ line spacing.	No referencing. No reflection on sources. Lack of reflection on sources available/used. No reflection on personal skills.