

HEIP 240 (3-Credit): Exploring International Entrepreneurship & Innovation, Fall 2017

Course Description

This course provides an introduction to the opportunities and challenges of entrepreneurship and innovation from an international perspective through lectures and guest speakers with international experiences. The course focuses on the need for every entrepreneur and innovator to understand the global market in today's hypercompetitive world. Students will learn how to design a business to compete effectively in an international context and to apply their learning by developing an actual business plan.

Course Objectives

The course aims to help students to develop skills to identify, create and manage entrepreneurial opportunities on a global basis and take an international business idea from concept to business planning including:

- Understanding of fundamental business issues in a global setting
- Scanning the environment for international business opportunities
- Identifying and selecting from alternative international business opportunities, strategies and modes of market entry
- Creating a summary international business plan

Course Materials

- Please purchase the course pack for this course by following this link
 - <http://cb.hbsp.harvard.edu/cbmp/access/66243861> (Links to an external site.)
- Osterwalder, Alexander. "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers"
- Additional articles, cases, corporate reports, and other materials as may be required.

Location & Meeting Times

All sections will meet on Tuesdays & Thursdays at La Plata Hall multipurpose room #0100.

Sections: 0101 @ 12:30pm-1:45pm, 0201 @ 3:30pm-4:45pm, 0301 @ 5:00pm-6:15pm,

Instructors

Section 0101 Instructor: Jay Smith, jaysmith@umd.edu

Section 0201 Instructor: John Jabara, john.jabara@savenialabs.com

Section 0301 Instructor: John Jabara, john.jabara@savenialabs.com

Teaching assistants:

Section 0101: Geena Lingberg, Bioengineering, geena.lingberg@gmail.com

Section 0201: Eliza Engelsman, Mechanical Engineering, eliza.engelsman@gmail.com

Section 0301: Dana Rodriguez, Finance + Govt.&Politics, dana.jian.rodriguez@gmail.com

Overseeing TA: Amanda Ferreira, Marketing+Info Systems, amandaf@g.umd.edu

Teaching and Learning Style

The course will be a mix of highly interactive lectures, case studies, projects, blended classroom, and international business/ culture activities. Class participation is required. The teaching style will include class discussions on academic concepts with practical examples and applications. Students will be challenged to grasp concepts and relate them to other concepts presented.

The course is divided up into modules with each scheduled course meeting being an individual module. The modules are designed to be done sequentially and **must be completed before** the scheduled class meeting, unless otherwise indicated.

Guidelines for All Course Assignments

The following guidelines apply to all assignments without exception.

- All written assignments will be in **12 point font, Times New Roman, & single-spaced with 1" margins**, with the exception of presentations that will be delivered using PowerPoint.
- **Print and bring** all assignments in hardcopy to class at the start of class on the due date unless otherwise instructed by the instructor
- All written work must be submitted at the beginning of class on the date due. If you will not be in class on the due date, your paper must still arrive by the time and date it is due. You are certainly encouraged to turn in papers before the deadline.
- Late assignments will incur a **10% per day penalty, including assignments submitted 1sec after the deadline.**

- Do not exceed the page limit requirement as stated in each assignment.
- Assignments not meeting all of these guidelines will not be accepted.

Grading

Individual Assignments	50%	Team Assignments	50%
Class Participation & Attendance	10%	Course Project Team Assignment 1	10%
Online Discussion Postings	10%	Course Project Team Assignment 2	10%
Individual Assignments & Case Articles	15%	Team In-Class Assignments	5%
Case Business Plan Evaluation-AEC	5%	Team Mini-Business Plan & Evaluation	15%
Peer Review & Evaluations	10%	Investor Presentation	10%

Class Participation and Attendance is defined not by simply being present, but by being an active learner in the classroom. Attendance is required as topics increase in complexity and build upon one another. You are expected to come to class prepared and play an active role in the discussions during class. See Attendance Policy for details. Be on time. Also included requirements in your participation and attendance are the following:

Attend 1 International Entrepreneurship and/or Business Events (Individual): Students will submit a 1-page reflection on the event.

Online Discussion Postings: Our expectation for regular participation is at least 1-2 postings per week of approximately 100 words or more (or less if a relevant and significant point can be made with fewer words). Meaningful interaction will include at least 1-2 thoughtful responses to other classmate postings each week. Postings are individual assignments responding to the assigned case and prompts. Cases are analyses of an actual businesses and the strategies it employs to compete in international markets. Please be sure that you post before late Sunday evening, as we'll close off discussions by midnight on Sunday.

Individual Assignments & Case Articles : Throughout the semester, students will complete a variety of individual assignments to reinforce and assess comprehension of key concepts. Case studies are an individual assignments responding to the assigned

case and prompts. Cases are analyses of an actual businesses and the strategies it employs to compete in international markets. The written report is due at the start of the class and will be discussed in class. To support the in-class discussion, late case studies will not be accepted.

Business Plan Evaluation Exercise (Individual): Students will submit a written evaluation of a real business plan using the template provided.

Honest Tea Case Study: *Semester Team Project Assignments, Final Team Presentation and Report:* In teams of 4, students will work to **develop a business product or service with some international aspect(s)** under the Honest Tea company (Honest Tea, Inc) umbrella, such as market entry into team-selected international market(s), international suppliers and/or some other aspect approved by the instructor. Your team is a member of Honest Tea's entrepreneurial new product and business development unit that has been tasked with developing an innovative new product to be launched in an international market. Teams will select a foreign country from a pre-approved list for which they will be creating and designing their product/service. Products and services do not necessarily need to be limited to beverages or tea, but must fit with the overall brand and strategy of the company. Teams must thoroughly understand the culture and dynamics of the country and market(s) they are launching into in order to be successful. The assignment will be distributed over several phases:

Team Selection: Students will be assigned into teams of 4 by instructor and TA. Teams will selected to ensure a balance of majors, disciplines, and skills that realistically simulates real team dynamics.

Team Assignment 1: Business Opportunity and International Market Selection: 3-page team based written report and 5-minute presentation. Each team will present its business opportunity and market selection, including: PEST Analysis of your selected country, Business Model, Industry/Market Structure Analysis (4Cs+2Ss+1C), TAM/SAM Analysis

Team Assignment 2: International Marketing and Organization/Implementation Plan: 3-page team based written report and 5-minute presentation. Each team will present its international marketing and organization plan to another team, which will make an initial assessment and suggestions to the presenting team.

Final Project & Presentation: The 10 page written report and 5-minute team presentation. This report will include an 1) executive summary, 2) revised versions of the business opportunity, market selection, marketing plan, competitive analysis, and organization plan based on earlier feedback 3) a pro-forma income statement and financing needs. 4) Self-evaluation of your business plan using the provided template.

Grading

The assignments are point allocations are detailed within the Assignments section on Canvas. Final grades in the course are based on the standards of the University as

detailed on <http://www.testudo.umd.edu/plusminusimplementation.html>, with:

A+ 100 – 97
A 96.9 – 93
A- 92.9 – 90
B+ 89.9 – 87
B 86.9 – 83
B- 82.9 – 80
C+ 79.9 – 77
C 76.9 – 73
C- 72.9 – 70
D+ 69.9 – 67
D 66.9 – 63
D- 62.9 – 60
F Below 60

Attendance and Participation Policy

Attendance is required, as topics increase in complexity and build upon one another daily. You are expected to come to class prepared, and play an active role in the discussions that take place during class periods. University policy excuses the absences of students for illness (self or dependent), religious observances, participation in University activities at the request of university authorities, and compelling circumstances beyond the student's control. For every medically necessary absence from class effort should be made to notify the instructor in advance of the class. When returning to class, students must bring a note identifying the date of and reason for the absence, and acknowledging that the information in the note is accurate. If a student is absent more than 2 time(s), the instructor may require documentation signed by a health care professional. If a student is absent on days when tests are scheduled or papers are due [or other such events as specified in the syllabus] he or she is required to notify the instructor in advance, and upon returning to class, bring documentation of the illness, signed by a health care professional. Students with written, excused absences are entitled to a makeup exam at a time mutually convenient for the instructor and student.

For inclement weather, the course will adhere to the university schedule. Official closures and delays are announced on the campus website and snow phone line (301-405-SNOW) as well as local radio and TV stations.

University of Maryland policy on religious observance states that students should not be penalized in any way for participation in religious observances and that, whenever feasible, they should be allowed to makeup academic assignments that are missed due to such absences. However, the student must personally hand the instructor a written notification of the projected absence within two weeks of the start of the semester. The request should not include travel time. It is the student's responsibility to inform the instructor of any intended absences for religious observances in advance and that prior

notification is especially important in connection with final examinations, since failure to reschedule a final examination before the conclusion of the final examination period may result in loss of credits during the semester.

Academic Integrity

The University is one of a small number of universities with a student-administered Honor Code and an Honor Pledge. The Code prohibits students from cheating on exams, plagiarizing papers, submitting the same paper for credit in two courses without authorization, buying papers, submitting fraudulent documents, and forging signatures. Compliance with the code is administered by the Student Honor Council, which strives to promote a “community of trust” on the College Park campus. Allegations of academic dishonesty should be reported directly to the Honor Council (314-8450) by any member of the campus community. For additional information, consult the Office of Student Conduct website. For a description of the University’s definition of academic dishonesty and answers to frequently asked questions about the Code of Academic Integrity, consult the Student Honor Council’s website.

Accommodations for Students with Disabilities

The University will provide appropriate accommodations for students with documented disabilities. In order to ascertain what accommodations may need to be provided, students with disabilities must inform faculty of their needs at the beginning of the semester.

Schedule

Course Summary:

Date	Details
Wed Aug 30, 2017	Share Your Own International Experience & Int'l Product/Service Idea
	International Experience Photo & Description
	International Product Opportunity
Sun Sep 3, 2017	Week 1 Discussion Posting

Date	Details
Mon Sep 4, 2017	Upload Your Resume
Tue Sep 5, 2017	Prepare Case Article to Discuss in Class: Nippura (Japan)
Sun Sep 10, 2017	Week 2 Discussion Posting
Thu Sep 14, 2017	QUIZ: Business Model Analysis for Entrepreneurs Individual Assignment: Business Model Canvas
Sun Sep 17, 2017	Week 3 Discussion Posting
Tue Sep 19, 2017	Assignment: Ethnography Executive Level Summary
Thu Sep 21, 2017	QUIZ: Segmentation & Targeting
Sun Sep 24, 2017	Week 4 Discussion Posting
Tue Sep 26, 2017	Prepare Case Article to Discuss in Class: Würth Group (Germany)
Sun Oct 1, 2017	Week 5 Discussion Posting
Tue Oct 3, 2017	Course Project Team Assignment 1 Presentation
Thu Oct 5, 2017	Course Project Team Assignment 1 Write-up Interim Peer Evaluation
Tue Oct 10, 2017	Prepare Case Article to Discuss in Class: Cobra Beer (UK/India)
Sun Oct 15, 2017	Week 6 Discussion - Marketing Communications Week 7 Discussion Posting
Sun Oct 22, 2017	Week 8 Discussion Posting

Date	Details
Mon Oct 23, 2017	Course Project Team Assignment 1 Write-up Resubmission
Tue Oct 24, 2017	Extra Credit - Resubmit Course Project Team Assignment Write-up
Sun Oct 29, 2017	Week 9 Discussion Posting
Mon Oct 30, 2017	DRAFT Profit and Loss Statement
Wed Nov 1, 2017	Team Project In-Class Worksheet Links
Thu Nov 2, 2017	Extra Credit- Analyze your Product Category in the US Market
Sun Nov 5, 2017	Week 10 Discussion Posting
Mon Nov 6, 2017	Activity: What is Your Team's Strategy & Position
Tue Nov 7, 2017	Course Project Team Assignment 2 Presentation
Thu Nov 9, 2017	Course Project Team Assignment 2 Write-up Team Business Model Canvas
Sun Nov 12, 2017	Week 11 Discussion Posting
Sun Nov 19, 2017	Week 12 Discussion Posting
Tue Nov 21, 2017	HBS Business Plan Evaluation Exercise: AEC Systems
Sun Nov 26, 2017	Week 13 Discussion Posting
Tue Nov 28, 2017	Pitch Deck Script
Sun Dec 3, 2017	International Assignment: Entrepreneurial Event Reflection

Date	Details
Tue Dec 5, 2017	Please Upload your Updated Presentation Slide Deck Before Class Please Upload your updated script before class
Thu Dec 7, 2017	Investor Presentation Investor Presentation Script
Mon Dec 11, 2017	Mini Business Plan Self-Evaluation Mini-Business Plan Please upload your financial model
Tue Dec 12, 2017	Final Peer Evaluation Class Participation Optional Branding Assignment QUIZ: Business Model Analysis for Entrepreneurs QUIZ: Developing & Authoring Business Plans QUIZ: Framework for Marketing Strategy Formation QUIZ: Segmentation and Targeting Team PEST(EL) Worksheet