

OBE based Teaching Lesson Plan 2019-20

Program: BBA (Entrepreneurship)

Course Name: Global Entrepreneurship

Course Code: M3 17 AR 604

Semester: VI

Lecture hours: 60

Faculty in-charge: Dr.P.Muralidharan

Course Outcome No.	Course Outcomes	T level Indicator
CO1.	Identify the factors that drive domestic entrepreneurship and international entrepreneurship.	T1
CO2.	Examine the implications and applicability of each market expansion strategy in the context of globalisation.	T4
CO3.	Compare and contrast the benefits and implications of each modality of market entry strategy.	T4
CO4.	Evaluate the pros and cons of sustainable strategy, scalable pricing and cost reduction strategy in the context of profit maximisation and scalability.	T5
CO5.	Evaluate implications of business renewal strategy of a business entity in real life situations.	T5
CO6.	Suggest an ethical practise to address the ethical issue in the wake of recent global trends and opportunities of global entrepreneurship	T6

Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	T level
<p>Module1: International entrepreneurship & Business Opportunities. Meaning-Nature-Benefits and Modes of International Business opportunities; International Versus Domestic Entrepreneurship: Factors that drive international entrepreneurship; Traits and motivations of an international entrepreneur; Starting Positions for International Expansion-Zone of Balanced International entrepreneurship;</p>	CO1	08	Video on Global Entrepreneurship	PPT presentation / Lectures / Case Study	Discussion, Questions & Answers	T1
<p>Module 2: Global Market Expansion Strategies Expansion by Globalization: Meaning and contents of globalization- Strategic effects of Going Global-First and second phases of modern economic globalization; Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital). Global Market Strategies-target market selection- Organizational Readiness: Timing of Entry; Entry modes and Development-; Transaction-Cost Economics (TCE)- Resource-Based View (RBV);Developing Foreign Market</p>	CO2	12	Discussion on Global Market	PPT presentation / Lectures / Case Study	Discussion, Questions & Answers	T4

indicators-The International Expansion Matrix; Globalization and Born Global;Exit Strategies.						
<p>Module 3: Alternate routes to market entry</p> <p>Expanding offerings-Meaning-Benefits-Issues and Risks; Methods; Other Revenue Streams - Customers, purchase, volume, margins ,distribution, complementary acts, new models, - Franchising market-Dealerships- Distributorships and Selling Agents ,Seller Assisted Market Plan (Business Opportunity),Internet Sales - Managing Risks-Buy or lease options</p>	CO3	10	Discussion on Alternate routes to market entry	PPT presentation / Lectures / Case Study	Discussion, Questions & Answers	T4
<p>Module 4: Profits Maximisation and Scalability</p> <p>Maximising profits: Sustainable strategy-Testing Price elasticity-Emotional Willingness to Pay- Scalable pricing; Pricing Axes- Negative Revenue Churn-Cost Reduction through scaling up- The Scaling Challenge- Testing for Scalability-Flounder - Fly options-Scope or Scale-Scale versus growth-Scale-up Business Model-Cost Reduction-Meaning-Benefits and options</p> <p>International Legal Considerations and Regulation-Risk-Trade Sanctions and Export Controls; Global monetary system-Foreign Exchange-Foreign Exchange Markets- Global Capital Market-Balance of Payment-World Bank &</p>	CO4	15	Discussion on Organisation al structuring and Designing.	PPT presentation / Lectures / Case Study	Discussion, Questions & Answers	T5

Trade Financing-Cross Border Financing: Global Supply Chain and Distribution System-Organisational structuring and Designing.						
Module5: Entrepreneurial Business Renewal Renewal- Tipping Points-people management, strategy, formalized system, new market entry's, obtaining finance, operational improvement; Absorptive capacity-'Black Box' 'Grey Box' 'White Box' 'Unboxed'; Rosling Model Deviations-advanced, plateau-decline-failure-gradual decline-crisis situation-Reasons-Discontinuous Transformations and Incremental Strategic Renewal-Impact of Strategic Renewal-Avenues for Strategic Renewal	CO5	10	Collection of Specimen copies	PPT presentation / Lectures / Case Study	Discussion, Questions & Answers	T5
Module 6: Ethical Issues in Globalisation Global Markets and Ethical Issues; Growth strategies; Ethical and social issues; global value chains - a case of simultaneous integration and segmented production; Global trends and opportunities	CO6	05	Case Study Analysis	PPT presentation / Lectures / Case Study	Discussion, Questions & Answers	T6

Continuous Internal Assessment –

SI No	Nature of CIA Evaluation	Probable dates
1	Draft flow chart of different product innovation procedure for exports.	2 nd December 2019
2	List out all the schemes made available from Central and State Government on date for MSMEs sectors	19 th February 2020

Books for Reference:

- ❖ Cavusgil, S., T., Knight, G. (2009), *BornGlobal Firms: A New International Enterprise*, Business Expert Press

- ❖ *Etemad, H., Wright, R. (2003), Globalization and, Entrepreneurship, Policy and Strategy Perspectives, Edward Elgar Publishing Limited*
- ❖ *Hatten, T. S. (2009), Small Business, Management, Entrepreneurship and Beyond, Fifth Edition, South-Western, Cengage Learning*
- ❖ *Hisrich, D., R. (2010), International Entrepreneurship – Starting, Developing and Managing a Global Venture, Sage Publication*
- ❖ *Jones, M. V., Dimitratos, P., Fletcher, M., Young, S (2009), Internationalization, Entrepreneurship and the Smaller Firm, Edward Elgar Publishing Limited*
- ❖ *Entrepreneurship Development Book, K.C. Sharma, Regal Publications*
- ❖ *Entrepreneurship Development and Small Business Enterprises: Poornimacharantimath, Pearsons Publication.*
- ❖ *Innovation and Entrepreneurship, Peter Drucker, Routledge, 2014 edition*
- ❖ *Entrepreneurship, HisrichTata McGrawhill.2011 edition*
- ❖ *Fundamentals of Entrepreneurship, H. NANDAN, PHI Learning Pvt. Ltd., 2013 edition.*
- ❖ *Entrepreneurship, AlpanaTrehan, Wiley India Pvt. Limited, 2011 edition*

Approved by: