



Pontificia Universidad
JAVERIANA
Bogotá



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Global Entrepreneurship

International Summer

JUNE · 17-22 · COURSE 2019

This course examines global entrepreneurship with a social entrepreneurial mindset. It gives you the opportunity to use your skills and talents to make a difference: identify a global problem/issue/opportunity, find a solution and use your business mindset to determine if this solution may be viable as a business, whether for profit or non-profit.

Our global interdependence teaches us to look for opportunities *anywhere*. We realize more than ever that no person, team, company, or country is an island. Our personal lives and the lives of the local organizations around us depend on issues at the international level, and the trend will likely continue. You will be surprised how many local opportunities you can create through the lens of a global mindset.

This is a hands-on course whose principal objectives are to help you understand how culture and the global context impact innovation and doing business internationally, and to help prepare you personally and professionally so your ideas may succeed globally.

This course focuses on the *process of Global Innovation*. It builds upon the entrepreneurship concepts of *finding a meaningful problem, developing a solution to that problem and aligning that solution to a customer base*, and then allows students to:

- a) Recognize the opportunities, challenges and cultural idiosyncrasies of the international environment,
- b) Identify a wicked problem, opportunities, gaps and pain points.
- c) Find a workable problem/issue that is relevant somewhere in a global context, and
- d) Develop a socially minded sustainable solution that fits the needs of a global customer base.

This course in global social entrepreneurship is suitable for those who either:

- a) Wish to expand their expertise in international business and look for either for profit or non-profit opportunities, in order to develop and improve business prospects at home and abroad.
- b) Would like to create their own venture, either now or in the future. This is the ideal course to build an internationally focused business plan.
- c) Work or will work in a domestic or multinational corporation and would like to develop a new line of globally minded businesses with a sustainable impact.
- d) Are interested in socially minded non-profit or NGO's. This course will help them think like a customer-focused organization. Here they will identify needs within their stakeholders as customers, and develop feasible solutions with a solid proposal on how to make their venture sustainable over time.

Class Schedule

June 17 - June 21 | 6:00 pm - 09:00 pm

June 22 | 9:00 am - 12:00 pm

Student Learning Outcomes



As a result of this course students will be able to:

1. Analyze & think critically:

- Discuss the critical role that culture and current events play in our globalizing world through the use of cross-cultural dimensions, current events, opportunities and threats.
- Assess the current needs of global markets and offer sustainable solutions that are competitive and unique in value, with a clear business model, a well-defined go-to-market strategy, and a believable financial plan.

2. Expand knowledge:

- Examine the global environment and use your entrepreneurial mindset to find opportunities.
- Analyze the sources of current behaviors in different clusters of countries and subgroups within individual countries.

3. Seek global connections:

- Recognize the importance of understanding entrepreneurship and innovation from a global, rather than a colonial perspective.

Policies and Requirements

Learning is a proactive task and I see my role as that of a moderator rather than a teacher. In this class I play the role of a moderator whose function is not necessarily to answer your questions, but to help you find your own answers. Hence, I am asking you to come prepared to class and to actively engage with a good attitude and disposition. You must have read the required readings before coming to class.

- Attend all sessions.
- Engage in active participation and class discussions as well as in exercises, tasks and team activities.
- Commit to a high personal quality. This quality is given by a spirit of collaboration and a friendly, positive, supportive attitude of humility towards learning and respect for ourselves and for our colleagues.
- In this course we are all learning partners ... including the teacher.

Students in this course will be evaluated based on their performance.

Assignments are due when allocated, regardless of your presence or absence. It is your responsibility to meet this deadline. For a successful experience in this class, please pay careful attention to your planning and accountability regarding assignments.

+ Grading

GRADES ARE BASED ON A SCALE FROM · 0 TO 5 POINTS ·

ASSIGNMENT/GRADING ITEM

PERCENTAGE

Individual and group Assignments	10%
Exam 1	20%
Design Thinking	10%
Customer and B Model	10%
Validate and Finances	5%
Final Plan and 5 minute Pitch	15%
Exam 2	20%
Contribution (professor), Peer evaluation and comments to your peers' pitches, prosocial behaviors, timeliness	10%

Extra Credit: Extra credit is not available in this course.

Academic Misconduct Policy:

- Dishonesty, including cheating, knowingly furnishing false information, or plagiarism

Plagiarism: According to APA's publication manual (1994), "Quotation marks should be used to indicate the exact words of another" (p. 292) "Each time a source is paraphrased, a credit for the source needs to be included in the text." (p. 294) The key here is not to present the work of another as being your own. Otherwise, it is considered plagiarism

By accepting this contract, students agree that papers may be submitted to a plagiarism detection software. Papers will only be submitted if there exists a suspicion of plagiarism. Students may receive a zero for a written assignment if plagiarism is identified.

Expected Classroom Behavior:

• **Electronic Devices**

Please. You must turn cell phones off and store them in your purse, backpack, or pocket before entering and for the duration of class. Your attention to the professor, and classmates reflects your engagement and respect of the learning environment, as well as your maturity and professionalism.

Your professionalism reflects on you and on the university. Please remember that the use of cell phones, smart phones, chat, Wechat, Line, WhatsApp, Facebook, etc or laptop browsing during class time is not allowed. Failure to adhere to these policies on use of electronic devices, even once, will significantly impact your participation grade to the D-F range.

This is generally a no-laptop class except during tests, project work sessions or when explicitly indicated by the professor. Please bring a notebook and pen to take notes.

• **Note Taking**

In this course it is required to take notes by hand. No .ppt or typed notes are provided. There is a direct relationship between the ability to take notes by hand and creativity, mindful listening, and ability to synthesize. For more information please read the following links.

<https://www.scientificamerican.com/article/a-learning-secret-don-t-take-notes-with-a-laptop/>

<https://www.psychologytoday.com/blog/memory-medic/201303/why-writing-hand-could-make-you-smarter>

<http://fortune.com/2016/04/05/handwriting-typing-studies/>

<https://www.wsj.com/articles/can-handwriting-make-you-smarter-1459784659>

Course Syllabus

JUNE 17

Global Entrepreneurship and Wicked Problems

- Introduction yourself activity
- Individual assignment 1: Global Entrepreneurship and Wicked Problems
- Team creation

JUNE 18

Neonationalism and Social Innovation

- Individual assignment 2: Neomationalism and Social Innovation
- Individual assignment: Iqbal Quadir
- Team contract

JUNE 19

The Ideation Process: The Global Question

- Individual assignment 3: Latin America
- Team deliverable 1: Design Thinking Ideation Paper
- Team deliverable 1: 1-minute Pitch
- Exam 1

JUNE 20

Watch Your Innovation Turn Into A Business

- Individual assignment 4: Asia and Business Model
- Individual assignment 5: Africa and Middle East
- Team Deliverable 2: Customer Acquisition and identification, Canvas, Business and Revenue Model
- Team Deliverable 2: 1-minute Pitch

JUNE 21

Are customers really interested in us "saving" the world? What about the money?

- Individual Assignment 6: The Future of Global Entrepreneurship and Validation
- Team Deliverable 3: Reality Check and Financials
- Team Deliverable 3: 1-minute Pitch

JUNE 22

Social Innovation Team Project Final Deliverables

- Team Deliverable 4: Final Plan
- Team Deliverable 4: Team 5-minute Pitch
- Peer Evaluation
- Exam 2