**MODULE SPECIFICATION**

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| ***Title*** | International Entrepreneurship | |
| ***Field of study*** | 38. 04.02 | Management |
| ***Profile*** | International Business (in English) | |
| ***Credits*** | 4 | |
| ***Assessment*** | credit with grade | |
| ***Department*** | Marketing and International Management | |
| ***Outline content*** | | |
| 1. Definition, types of entrepreneurs and forms of international entrepreneurship | | |
| 1. Factors affecting the choice of the form of international entrepreneurship | | |
| 1. Communication with foreign partners | | |
| 1. Conducting business negotiations | | |
| 1. Traditional methods of business environment scanning | | |
| 1. Digital tools for foreign market scanning | | |
| 1. The main sections of a foreign trade contract | | |
| 1. Drawing up foreign trade contracts | | |
| 1. Stages of investment project implementation | | |
| 1. Business plan of the investment project | | |
| 1. Methods for evaluating the effectiveness of investment projects | | |
| 1. Calculation of the project break-even point | | |
| 1. International legislation on regulating entrepreneurship | | |
| 1. Conditions for planning and running business in different countries of the world | | |
| 1. The concept and types of strategies for entering foreign markets | | |
| 1. Development of a strategy for entering foreign markets | | |
| ***Reading list*** | | |
| **Key literature**   |  | | --- | | 1. Hobbs M., Keddle J. S. Commerce 2.:class CD. - [Oxford]: Oxford University Press, 2007. - 1 | | 2. Davies M., Hughes N. Doing a Successful Research Project.: using qualitative or quantitative methods. - Basingstoke: Palgrave Macmillan, 2014. - 278 | | 3. Lientz B.P. Project Management: A problem-based approach. - Basingstoke: PALGRAVE MACMILLAN, 2013. - 499 | | 4. Morrison J. The Global Business Environment: Meeting the challenges. - Basingstoke: Palgrave Macmillan, 2011. - 486 |  |  | | --- | | 5. Lerbinger O. The Global Manager. Contemporary issues and corporate responses. - Basingstoke: Palgrave Macmillan, 2014. - 369 | | | |
| **Additional literature**  1. Pilbeam A. Market Leader. International Management. Business English. - , 2007. -  2. Hollet V., Duckworth M. Business Opportunities. workbook. - , 2007. -  3. Kaufmann H. R. International Consumer Behavior: A Mosaic Of Eclectic Perspectives.: Handbook on International Consumer Behavior. - Lancashire: Access Press UK, 2011. - 519  4. Campbell D., Edgar D., Stonehouse G. Business Strategy. An introduction. - Basingstoke: Palgrave Macmillan, 2011. - 363  5. Kramar R., Syed J. Human Resource Management in a Global Context. A critical approach. - Basingstoke: Palgrave Macmillan, 2012. - 464  6. Guirdham M. Communicating Across Cultures At Work. - Basingstoke: Palgrave Macmillan, 2011. - 400  7. Evans D. Management Gurus. 2007. | | |
| ***List of learning resources including licensed software, information reference database and online courses*** | | |
| **Licensed software**   * Microsoft Windows 10.Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020. License expiration: 30.09.2023 * Astra Linux. Contract No. 1 dated June 13, 2018, act dated December 17, 2018. License expiration: unlimited * Microsoft Office 2016. Contract No. 52/223-PO/2020 dated 13.04.2020, Act No. Tr000523459 dated 14.10.2020 License expiration: 30.09.2023. * My Office (standard). Agreement No. SK-281 dated 7,06. 2017. License expiration: unlimited * Adobe Acrobat DC Pro. Contract No. 140/223-PO/2020 dated 19.10.2020. License expiration: 13.12.2021 * IBM SPSS Statistics Base Edition Campus Cost Unit Term License Subscription and Support - 12 months. Contract No. 162/223-PO/2020 dated 08.12.2020. License expiration: 28.02.2022.   **Internet resources, information reference database**  In public domain:  - Legal Reference System GARANT  - Legal Reference System Consultant +   |  | | --- | | **Investopedia**  https://www.investopedia.com | | Mason A. Carpenter, Sanjyot P. Dunung. Сhallenges and opportunities in international business  https://2012books.lardbucket.org/books/challenges-and-opportunities-in-international-business/ | | **Statista**  https://www.statista.com/statistics/ | | **Powerbranding**  http://powerbranding.ru |  |  | | --- | | **UNCTAD**  https://unctad.org/webflyer/world-investment-report-2020 | | **500+** **Free** **Sample** **Business** **Plans**  https://www.bplans.com/sample-business-plans/ | | **Rating** **"Doingbusiness"**  https://www.doingbusiness.org/ | | Mark Casson. The Theory of International Business. Economic Models and Methods / M. Casson. – New York: PALGRAVE MACMILLAN, 2016.  https://link.springer.com/content/pdf/10.1007%2F978-3-319-32297-1.pdf | | Ralf Bebenroth. International Business Mergers and Acquisitions in Japan / R. Bebenroth. – Wiesbaden: Springer International Publishing, 2015.  https://link.springer.com/content/pdf/10.1007%2F978-4-431-54989-5.pdf | | Rien T. Segers. Multinational Management A Casebook on Asia’s Global Market Leaders / R. T. Segers. - Wiesbaden: Springer International Publishing, 2015.  https://link.springer.com/content/pdf/10.1007%2F978-3-319-23012-2.pdf | | Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes. Strategic International Management Text and Cases / D. Morschett, H. Schramm-Klein, J. Zentes - Wiesbaden: Springer Fachmedien, 2009.  https://link.springer.com/content/pdf/10.1007%2F978-3-8349-8332-9.pdf | | Product Lifecycle Management a Global Market/ Sh. Fukuda [and oth.]. – y Chennai: y Scientific Publishing Services,, 2014.  ttps://link.springer.com/content/pdf/10.1007%2F978-3-662-45937-9.pdf | | | |
| ***Online courses*** | | |
| |  | | --- | | **Online** **course** **of** **MSU** **"Doing** **business** **in"**  https://globaledge.msu.edu/reference-desk/online-course-modules/doing-business-in |  |  | | --- | | **Google** **on** **line** **course** **"Business** **communication"**  https://learndigital.withgoogle.com/digitalgarage/course/business-communication | | **Google** **on-line** **course** **"Expand** **a** **business** **to** **other** **countries"**  https://learndigital.withgoogle.com/digitalgarage/course/expand-internationally | | **Google** **on-line** **course** **"Fundamentals** **of** **digital** **marketing"**  https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing | | | |

Compiled by: Olga Gayterova