

Journey of developing “International Entrepreneurship” module

Dr Maggie Zeng



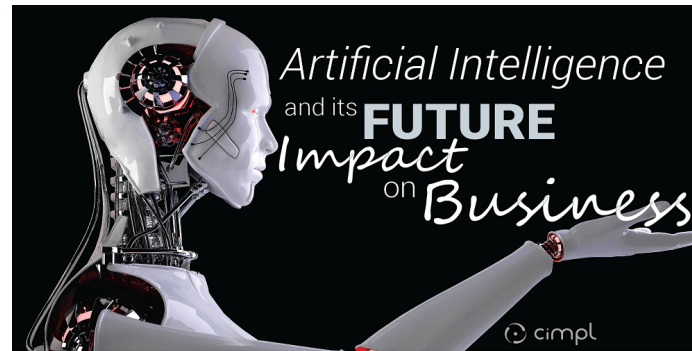
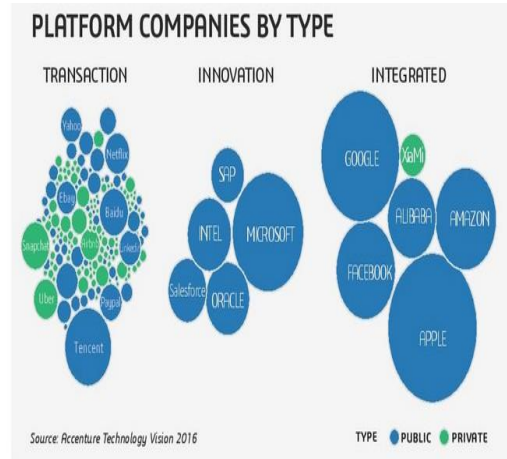


The UK's European University

Module Guideline

- <https://www.kent.ac.uk/courses/modules/module/CB747>

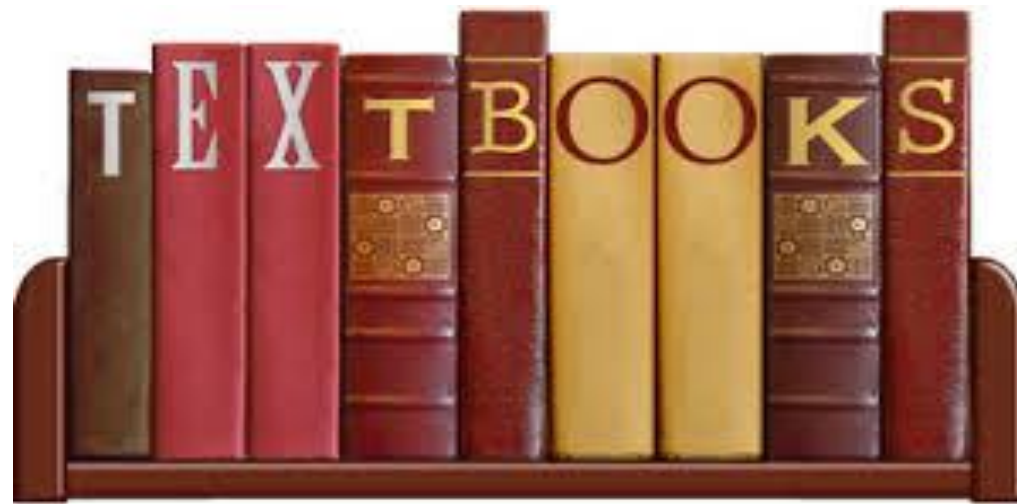
Relevant background



Topics to cover and learning outcomes

Week / Lecture Date	Lecture topic
1	Introduction to the international entrepreneurship: Overview of the module
2	New industrial revolution: the impact of technology on organization
3	The age of platform and platform international entrepreneurship
4	The evolving nature of business model
5	International entrepreneurship: Start up 1 (idea formation)
6	International entrepreneurship: Start up 2 (idea execution)
Reading week	
8	International entrepreneurship: Scale up 1 (Resource orchestration)
9	International entrepreneurship: Scale up 2 (Funding and scalability)
10	Guest Speaker
11	Entrepreneurial mobility (entrepreneurs in cross culture context)
12	Looking forward: the age of artificial intelligence and its impact on international entrepreneurship

- Theories of international entrepreneurship
- International opportunities and global entrepreneurial team
- Entrepreneur's global expansion path
- Born-global firms
- High-impact/ high-growth entrepreneurship
- Entrepreneurial mobility/ transnational entrepreneurs
- Regional entrepreneurship and innovation clusters
- Institutional environment and exit strategy



Assessment

