

Syllabus [2025Year 2 Term]

Course Information

Course Title	Global Entrepreneurship	Credits	3
Course Code	503030-1	Required/El ective (For Underg raduate Cou rses)	Selective majors
Department or Major	Department of Internationa l Business Administration	Language	English
Methods of Teaching		Lecture Roo m	월1,2,3,4,5,6(국제307)
Time Allotment	Lecture(3) Experiments(0) Trainging & Practice(0) P erformance(0) Designing & Planning(0)	Cyber Lectu res	
Course Type	offline		
Cyber Lectures Preview			

Lecturer

Lecturer	Name	Yeon, Young-chul	Rank	Invited Professor	Final Academic Degree	경영학박사
	Department & college	Department of International Business Administration		Office		
	Office Phone Number	010-3132-7580		e-mail	yycyeon@dankook.ac.kr	
	Field of Interest					

Course Summary

Course Description	This class discusses the topics including the introduction to global entrepreneurship, dev eloping startup business ideas, entrepreneur's quality and edges, global business, global business environments, international business opportunities and risks, assessing promisi ng business areas, and global business trends, business culture, government support for global entrepreneurs, entry modes, global marketing programs, and global job carrier devel opment.
Description Related Courses	The principles of marking, International business management, International marketing, Stra tegic business management, International market research, International finance management etc.
Course Goals	The goals of class are that the student can do better to: 1. Know global entrepreneur's quality, competitive edges, developing startup business ide as, global business trends, environments

	2. Evaluate the global entrepreneurs business opportunities and risks involved 3. Know options of entry modes to target market 4. Develop business and marketing strategies
Projected Results	Better prepared for global businesses, build global entrepreneurship
Percentage of the original language classes(%)	
Cyber Lectures P review	

Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	Course introduction, Introduction to global business	Understanding course goals, forming groups for semester projects, discussions about assigned topics	강의, 토의토론수업, 팀기반학습(TBL),	Individual assignments, semester term group assignment. Details at the class
2	Global entrepreneurs, significance of small firms, entrepreneur's motivation and quality, understanding of international business, major risks of IB	Variety of entrepreneurship, entrepreneur's quality, motivation, int'l trade and FDI, managing global business risks	강의, 토의토론수업, 팀기반학습(TBL),	
3	Global market opportunities, globalization of markets and the internationalization of the firm, dimensions of market globalization, screening potential target market	Driving forces, dimensions, consequences of globalization, business paradigm, motivation of own business, screening to select target market	강의, 토의토론수업, 팀기반학습(TBL),	Individual PT(P1, P2, P20)
4	Developing start up idea, evaluating market opportunities, in-out, out-in analysis. Tasks for Global Market Opportunity Assessment	Creating new business, analysis and assessment of opportunities, six tasks for global market opportunities assessment	강의, 토의토론수업, 팀기반학습(TBL),	Individual PT(P3, P4, P5)
5	Integrity of entrepreneur, ethics, corporate social responsibility, sustainability, and governance in international business.	Ethical challenges in international business, understanding of corporate social responsibility, sustainability	강의, 토의토론수업, 팀기반학습(TBL),	Group PT(G1~G3)
6	Political and legal systems in national environments, managing country risks produced by political and legal system	Understand political, legal systems. Country risks by different system and risk management	강의, 토의토론수업, 팀기반학습(TBL),	Group PT(G4~G6), P6

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
7	Mid-term Exam		강의, 토의토론수업, 팀기반학습(TBL),	
8	Government intervention and regional economic Integration, major economic blocs, implication and advantages for entrepreneur	Nature and instruments of gov't interventions, regional integration and opportunities, responses to integration, implications	강의, 토의토론수업, 팀기반학습(TBL),	Individual PT(P7, P8, P21)
9	The Organizational plan: teams, legal structures, and human resource management	Building management team, legal firms of organization, Human Resource Management	강의, 토의토론수업, 팀기반학습(TBL),	Individual PT(P9, P10, P11)
10	Developing global business relationship, building customer relationships, and market entry mode, export, global sourcing	Goals of CRM, CRM database, Export Global Sourcing, supply chain management	강의, 토의토론수업, 팀기반학습(TBL),	Individual PT(P12, P13, P14)
11	Effects of high tariff, Foreign Direct Investment and collaborative ventures	High tariff issue, implications, FDI and collaborative venture	강의, 토의토론수업, 팀기반학습(TBL),	Individual PT(P15, P16, P17)
12	Licensing, franchising, other contractual business strategies, protection of intellectual properties	Contractual entry strategies, advantages and disadvantages of franchising and licensing, protection of intellectual properties	강의, 토의토론수업, 팀기반학습(TBL),	Individual PT(P18, P19, P22)
13	Global marketing strategies for global entrepreneurs	STP, global marketing strategies products and marketing channels, and physical distribution, global communications and promotions	강의, 토의토론수업, 팀기반학습(TBL),	Group PT(G1~G3)
14	New business opportunities in emerging markets, and business planning: visualizing the dream	Opportunities in emerging market, attractiveness and challenges. Balance between planning and executing, types of business plan, pitching to investors	강의, 토의토론수업, 팀기반학습(TBL),	Group PT(G4~G6)
15	Final Exam		강의, 토의토론수업, 팀기반학습(TBL),	

Methods of Grading

sequence	Description	Percentage	Details
1	Mid-tem Exam	25%	
2	Final-exam	30%	
3	Pop Quizzes	0%	
4	Assignments	0%	
5	Reports	0%	
6	Presentations & Discussions	25%	
7	Attendance	20%	
8		0%	
9	Others	0%	
All		100%	

Core of Value

핵심가치	전공역량	역량정의	역량구분	값(%)
혁신 (Discovery)	창의적문제해결 (Creative problem-solving)	주어진 상황과 문제를 창의적으로 해결할 수 있는 능력	부역량	0%
혁신 (Discovery)	도전 (Challenging)	전공 지식을 새로운 분야와 융합하고 아우를 수 있는 능력		0%
혁신 (Discovery)	지식융합 (Knowledge convergence)	새로운 분야를 개척하거나 도전적으로 임할 수 있는 능력	주역량	0%
헌신 (Dedication)	세계시민 (Universal value)	세계 공동체 구성원으로 전공자로서 국제적 이슈에 대응할 수 있는 능력		0%
헌신 (Dedication)	상호협력 (Cooperation)	공동의 목적 달성을 위해 타인과 상호협력을 할 수 있는 능력		0%
헌신 (Dedication)	공동체 (Sense of community)	공동체의 구성원으로서 필요한 태도와 윤리의식을 가질 수 있는 능력		0%
능동 (self-Determination)	자기주도 (Self-Managing)	주어진 상황과 문제를 주도적이고 능동적으로 해결할 수 있는 능력		0%
능동 (self-Determination)	지식활용 (Knowledge application)	주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력	부역량	0%

핵심가치	전공역량	역량정의	역량구분	값(%)
능동 (self-Determination)	논리적사고 (Logical thinking)	전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력		0%
능동 (self-Determination)	의사소통 (Articulation)	대화를 통해 다양한 의견을 조율하고 합의를 이끌어 낼 수 있는 능력		0%

Textbook(s) & References

Description	Title	Author	Publisher
Required Textbook	International Business(the New Realities)	S.Tamer Cavusgil, Gary Knoght	Pearson
Recommended Textbook	Small Business Management	Longenecker, Petty, Palich	Cengage

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