

8027 - Corporate Venture

General Information	
<p> Degree: University Master's Degree in Entrepreneurship and Innovation Course: First Quarter: Third ECTS credits: 3 Course Coordinator: Jesús Martínez, Ph.D. Teaching Theory: Sergio Costa Teaching language: English / Spanish </p>	
1.- Objectives	
<p>General objectives</p>	<ul style="list-style-type: none"> • Know the process of internationalization of the company as a fundamental strategic tool for the company • Distinguish the different entry models of a company in new markets • Select the internationalization variables that best fit the strategy and capabilities of the company • Learn to analyze the entrepreneur's environment locally and globally.
2.- Competences	
<p>2.1.- Basic competences</p>	<ul style="list-style-type: none"> • CB1.- Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context. • CB2.- That the students know how to apply the knowledge acquired and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study • CB4.- That the students know how to communicate their conclusions and the latest knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way • CB5.- That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous • CG1.- Have autonomous reasoning with critical distance on business topics or issues and application of innovative ideas

	<ul style="list-style-type: none"> • CG2.- Apply tools and methodologies that facilitate creative and innovative thinking in everyday situations related to the business environment • CG3- Analyze business environments, local and global, in order to detect new market opportunities that can be transformed into commercial products • CG4- Strategically manage business innovation processes from diagnosis to application being able to align resources, capabilities and skills to implement them
2.2.- Transversal competences	<ul style="list-style-type: none"> • CT1.- Communicate in English business ideas and projects in an effective, clear way, applying synthesis capacity • CT2.- Lead a team and work multidisciplinary teams, actively participating in the tasks and negotiating before dissenting opinions until reaching consensus positions • CT3.- Recognize the diversity of points of view, understand multiculturalism and be able to make their own opinions known in respect to divergent opinions • CT4. Develop the ability to assess gender inequalities to design solutions
2.3.- Specific competences	<ul style="list-style-type: none"> • CE1.- Plan and manage events, seminars and congresses related to entrepreneurship and innovative business creation. • CE2.- Apply planning and control tools for entrepreneurial projects of local or international character and in real and virtual environments • CE4.- Successfully design and implement projects and management plans for R&D and innovation at the business level • CE7.- Know how to apply and adapt technology for the creation of entrepreneurial projects. • CE9.- Integrate an innovative project in one or more parts or processes of an existing organization to improve its competitiveness
3.- Methodology	
Theoretical sessions	<ul style="list-style-type: none"> • Master class: Expository class sessions based on the teacher's explanation in which all students enrolled in the subject attend • Presentations: Multimedia formats that support classroom classes

Directed learning	<ul style="list-style-type: none"> • Seminars: Face-to-face format in small work groups. They are sessions linked to the face-to-face sessions of the subject that allow offering a practical perspective of the subject and in which student participation is key • Case study: Dynamics based on the study of a case that serves to contextualize the student in a specific situation, the teacher can propose different activities, both individually and in groups, among his students
Autonomous learning	<ul style="list-style-type: none"> • Resolution of exercises and problems: Non-face-to-face activity dedicated to the resolution of practical exercises from the data provided by the teacher

4.- Overall assessment of the subject

Evaluation system:

- ES1. Participation in the activities raised within the classroom - 30%
- SE2. Group analysis of internationalization cases - 30%
- SE3. Individual analysis of internationalization cases - 40%

5.- Contents

1. Internationalization and globalization

- 1.1. Value creation through the internationalization strategy
- 1.2. Selection of international markets
- 1.3. Internationalization models
- 1.4. Strategies at the base of the pyramid

2. Law for entrepreneurs

- 2.1. Domestic law
- 2.2. Private right
- 2.3. Community law
- 2.4. International treaty law
- 2.5. Regulatory regulation of the different forms of companies
 - 2.5.1. Company and regulatory law
- 2.6. Export and import of merchandise: regulation of international sales
- 2.7. Logistics in international trade: rules and regulations for national and international transport

3. Understanding Internationalization through the value chain

- 3.1 Leveraging primary activities
- 3.2 Focusing on secondary activities
- 3.3 The role of support activities

4. Cultural differences in businesses

- 4.1 Understanding cultural differences: The Hofstede Framework
- 4.2 Cross-Cultural management

5. Design of the Supply Chain for an int. Startup

- 5.1. Outsourcing, outsourcing and offshoring in internationalization
- 5.2. Product life cycle and implications for the moment to go international

6.- Didactic Resources

References:

Gurung, A., & Prater, E. (2017). A research framework for the impact of cultural differences on IT outsourcing. In *Global sourcing of services: strategies, issues and challenges* (pp. 49-82).

Rasmussen, E. S., & Tanev, S. (2015). The emergence of the lean global startup as a new type of firm. *Technology Innovation Management Review*, 5(11).

Neubert, M. (2017). Lean Internationalization: How to globalize early and fast in a small economy. *Technology Innovation Management Review*, 7(5).

Oshri, I., Kotlarsky, J., & Willcocks, L. P. (2015). *The Handbook of Global Outsourcing and Offshoring 3rd Edition*. Springer.

Further Reading:

Amitrano, C. C., Gargiulo, R., & Bifulco, F. (2018). Creating Value Through Social Media: Fresh Evidence From Cultural Organizations. *Journal of Creating Value*, 4(2), 243-254.

Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. *Online readings in psychology and culture*, 2(1), 2307-0919.