


International Summer University^{WU} 2025

WU (Vienna University of Economics and Business)

Course Outline

Course Title	International Entrepreneurship	
Instructor	Univ.-Prof. Dr. Florian B. Zapkau florian.zapkau@wu.ac.at WU Vienna University of Economics and Business Department of Global Business and Trade, Institute for International Business	
Language of instruction	English	
Course level	Graduate	
Contact hours	35 teaching hours (45 min. each)	

Aim of the Course
<p>Located at the intersection between entrepreneurship and international business, international entrepreneurship (IE) explicitly integrates theories and concepts from both domains. Initially, IE highlighted recent technological advances and cultural awareness that opened previously unexplored foreign markets to newly established firms. Building on the growing interest in fast internationalization in the popular business press, Oviatt and McDougall (1994) provided a theoretical foundation for the study of international new ventures: firms "that, from inception, [seek] to derive significant competitive advantage from the use of resources and the sale of outputs in multiple countries" (p. 49).</p> <p>More recently (e.g., Oviatt & McDougall, 2005), the scope of IE broadened toward firms' entrepreneurial cross-border expansion irrespective of age and size. A domain ontology of research on IE (Jones, Coviello, & Tang, 2011) revealed three focal areas of interest: 1) Entrepreneurial Internationalization, 2) International Comparisons of Entrepreneurship, and 3) Comparative Entrepreneurial Internationalization. Type 1 includes thematic areas such as antecedents and outcomes of early and/or entrepreneurial (= opportunity-driven) internationalization. Type 2 consists of cross-country and cross-cultural comparisons of entrepreneurship. Type 3 entails studies that compare entrepreneurial internationalization across countries or cultures.</p> <p>The course focuses on types 1 and 2 (i.e., entrepreneurial internationalization and international comparisons of entrepreneurship). It is organized around seminal research articles and case study examples in IE and addresses core topics such as international business planning, international opportunity recognition, learning and the speed of internationalization, institutions, and ambitious entrepreneurship. Throughout the course, we pay attention to the practical application of the lecture content through case study examples and an entrepreneurial internationalization project.</p>

Learning Objectives

The course aims to foster students' understanding of theories, concepts, methods, and practical examples in International Entrepreneurship (IE). Students will learn to recognize, analyze, and evaluate critical challenges during a firm's entrepreneurial internationalization. Completing this course enables students to:

- Students show mastery of core IE theory and quantitative methods and of state-of-the-art thinking about the discipline (e.g., by defining IE and understanding the field's focal concepts and theories or by understanding how different types of international opportunities enable firms' international expansion as well as by knowing fundamental trade-offs in international business planning and understanding the factors that affect the speed of internalization).
- Students design substantiated solutions to complex practical problems and formulate innovative ideas based on appropriate theories, methods, and techniques commonly used in the field of IE (e.g., by developing and critically reflecting on an entrepreneurial internationalization project through a pitch presentation).
- Students have the social and professional skills to communicate their international business plan through a pitch presentation and to lead a discussion about its contents.

Application Requirements and / or Prerequisites

Application requirements for the International Summer University WU can be found [on the ISU WU website](#).

Applicants interested in participating in the International Summer University^{WU} need an excellent command of the English language. The English language requirements can be found at [ISU^{WU} Language Requirements](#).

Teaching Methods

The course's didactic concept rests on three pillars:

1. Evidence-based teaching: the course follows an evidence-based teaching approach, which means teaching grounds on state-of-the-art research and contextual evidence. Linking research and teaching ensures that students learn concepts and methods that are relevant and effective based on the latest research knowledge.
2. Interactive: The course combines teacher-centered and interactive ("flip-the-classroom") elements (e.g., presentations, discussions, feedback sessions, teamwork) to facilitate effective and active learning among students.
3. Relevance: The practice-oriented international business plan development assignment enables close ties between the course and industry demands. Presenting and reflecting on the developed international business plan pitch presentation fosters students' social and professional skills.

Pre-Course Assignment

Part A: Oviatt, B. M., & McDougall, P. P. (2005). Defining international entrepreneurship and modeling the speed of internationalization. *Entrepreneurship Theory and Practice*, 29(5), 537-553.

Read the article and answer the following questions:

1. How did the definition of "International Entrepreneurship" develop over time?
2. Summarize the model of the forces influencing internationalization speed (Figure 1) in your own words.

Part B: Hansen, C., Steinmetz, H., & Block, J. (2022). How to conduct a meta-analysis in eight steps: a practical guide. *Management Review Quarterly*, 72, 1-19.

Read the article and answer the following questions:

1. What is a meta-analysis and for which purposes is the method used?
2. Briefly describe the eight steps to conduct a meta-analysis.

Your answers for parts A and B should have **not more than three pages** (A4; Times New Roman 11; margins 2cm) in total!

The pre-course assignment must be uploaded to Canvas combining Parts A and B in a single document (Word or PDF) until the first lecture of the course. The file name must include the student's first and last names. Automated AI and plagiarism checks will be conducted.

Course Contents	
Day 1	<ul style="list-style-type: none"> • Introduction to International Entrepreneurship
Day 2	<ul style="list-style-type: none"> • International business planning
Day 3	<ul style="list-style-type: none"> • International opportunity recognition
Day 4	<ul style="list-style-type: none"> • Learning and Speed of internationalization
Day 5	<ul style="list-style-type: none"> • Pitch presentations as a resource access strategy • Pitch presentation hackathon
Day 6	<ul style="list-style-type: none"> • Institutions and ambitious entrepreneurship
Day 7	<ul style="list-style-type: none"> • Pitch Day

Comments

Please note that the syllabus may be subject to change. In particular, the course contents or their distribution and the course literature may be adapted at the lecturer's discretion. Please pay attention to the respective announcements.

Criteria for successful completion of the course

Specific grading criteria will be communicated for each assignment.

Overall course evaluation scheme:

Grade	Points	Description
1/A	>= 90	Very good performance
2/B	80-89	Good performance
3/C	70-79	Satisfactory performance
4/D	60-69	Marginal performance
5/Failed	< 60	Unsatisfactory performance

Assessment

- Pre-course assignment (individual): 25%
- Pitch presentation (group): 50%
- Mini exam (individual): 25%

Course Literature

Book:

- Hisrich, Robert D.: International Entrepreneurship: Starting, Developing, and Managing a Global Venture, Sage.

Research articles:

- Bendig, D., Kleine-Stegemann, L., Mazur, M., & Zapkau, F. B. (2024). A multi-level analysis of the relationship between formal institutions and ambitious entrepreneurship: The moderating role of economic development. *International Business Review*, 102303.
- Brinckmann, J., Grichnik, D., & Kapsa, D. (2010). Should entrepreneurs plan or just storm the castle? A meta-analysis on contextual factors impacting the business planning-performance relationship in small firms. *Journal of Business Venturing*, 25(1), 24-40.
- Hansen, C., Steinmetz, H., & Block, J. (2022). How to conduct a meta-analysis in eight steps: a practical guide. *Management Review Quarterly*, 72, 1-19.
- Mainela, T., Puhakka, V., & Servais, P. (2014). The concept of international opportunity in international entrepreneurship: a review and a research agenda. *International Journal of Management Reviews*, 16(1), 105-129.
- McDougall, P. P. (1989). International versus domestic entrepreneurship: New venture strategic behavior and industry structure. *Journal of Business Venturing*, 4(6), 387-400.
- McDougall, P. P., & Oviatt, B. M. (2000). International entrepreneurship: the intersection of two research paths. *Academy of Management Journal*, 43(5), 902-906.
- McDougall, P. P., Shane, S., & Oviatt, B. M. (1994). Explaining the formation of international new ventures: The limits of theories from international business research. *Journal of Business Venturing*, 9(6), 469-487.
- Oviatt, B. M., & McDougall, P. P. (1994). Toward a Theory of International New ventures. *Journal of International Business Studies*, 25(1), 45-64.
- Oviatt, B. M., & McDougall, P. P. (2005). Defining international entrepreneurship and modeling the speed of internationalization. *Entrepreneurship Theory and Practice*, 29(5), 537-553.
- Rawhouser, H., Villanueva, J., & Newbert, S. L. (2017). Strategies and tools for entrepreneurial resource access: A cross-disciplinary review and typology. *International Journal of Management Reviews*, 19(4), 473-491.
- Sapienza, H. J., Autio, E., George, G., & Zahra, S. A. (2006). A capabilities perspective on the effects of early internationalization on firm survival and growth. *Academy of Management Review*, 31(4), 914-933.
- Sarasvathy, S. D. (2001). Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. *Academy of Management Review*, 26(2), 243-263.
- Schweizer, R. (2015). Decision-making during small and medium-sized enterprises' internationalisation-effectuation vs. causation. *Journal for International Business and Entrepreneurship Development*, 8(1), 22-41.

Further Readings suggested by the Lecturer(s)

Will be announced in the course.

Information on the Use of Artificial Intelligence Tools

The use of Artificial Intelligence (AI) is generally allowed in this course, but it is recommended only for specific tasks. AI tools may help you find the correct search terms for a topic or create search strings for searching in library catalogs and databases. It is also beneficial for rephrasing or translating texts, which can help you understand complex academic literature. AI may also help you improve your own texts in terms of grammar and language.

Do not use AI to find literature or gather factual information for your work. Sometimes, it comes up with made-up sources and information that might sound good but are, in fact, unreliable. Moreover, do not use AI to generate text (even more so without reflection and proper citation, which counts as plagiarism). Always double-check the content that AI provides to make sure it is accurate.

Important: Reproducibility and transparency are essential cornerstones of scientific work. This also applies to the resources used in academic work. It is mandatory to add a list of aids that provides an overview of which aids students have used, where, how, and to what extent in an assignment. This policy includes but also goes beyond AI tools and deliberately focuses on a broad definition of possible aids (e.g., statistical software). In this sense, the list of aids

supplements (among others) citation standards, lists of sources, tables, and figures (but does not replace them).

Please note the following information on the total workload of the respective course:

Course level	ECTS credits	Pre-course workload	In-class activity	Outside of class workload during the program
Graduate	4	approx. 20 hours	27 hours (= 35 teaching hours)	approx. 33 hours