

**INTERAMERICAN UNIVERSITY OF PUERTO
RICO METROPOLITAN CAMPUS
DOCTORAL PROGRAM ENTREPRENEURIAL AND
MANAGERIAL DEVELOPMENT**

I. GENERAL INFORMATION

Title	:	Enterprise Development
Course code and number	:	BADM 7010
Credits	:	3 (Three)
Academic Section	:	
Professor	:	
Office Hours	:	
Email	:	

II. DESCRIPTION

Evaluation of the opportunities and risks that small and medium size organizations face in the international and global world. Review of the public policy that affects enterprise development in Puerto Rico, the Caribbean and Latin America. Emphasis on the ethical, social and cultural aspects of enterprise development for small and medium size companies. Includes the development of a plan for the establishment of a company.

III. OBJECTIVES:

By the end of the course the students will be able to:

1. Demonstrate a broad knowledge base and varied points of view on the risks and opportunities for small and medium-size organizations operating in the global and international scenarios. Explain the risks and opportunities for small and medium-size organizations operating in the global and international scenarios. discuss the techniques, strategies, models, methods, analysis tools, processes, complexities, paradoxes and conventions of entrepreneurial ventures.
2. Identify factors affecting the entrepreneurial development environment in Puerto Rico, the Caribbean and Latin America be able to evaluate potential customers in Puerto Rico, the Caribbean and Latin America determine risks and opportunities for small and medium-size organizations explain the global and international scenario variables affecting small and medium-sized enterprises.

3. Describe in general terms how public policy in Puerto Rico affects entrepreneurial development.
4. Describe in general terms how public policy in selected Caribbean and Latin American countries affects entrepreneurial development.
5. Discuss the ethical, social and cultural aspects affecting entrepreneurial development.

IV. COURSE CONTENTS

- A. Risks and opportunities for small and medium-size organizations
- B. The global and international scenarios.
- C. Public policy in Puerto Rico: How it affects entrepreneurial development
- D. Public policy in selected Caribbean and Latin American countries: how it affects entrepreneurial development
- E. Ethical, social, and cultural aspects of entrepreneurial development
- F. Ethics and how it affects the development of small and medium-size enterprises
- G. Business start-ups: special accounting and legal rules in the United States
- H. Business start-ups in selected Caribbean countries: similarities and differences with the United States
- I. Business start-ups in selected Latin American countries: similarities and differences with the United States

V. ACTIVITIES

- A. Class discussions
- B. Group dynamics
- C. Team presentation

VI. EVALUATION:

A. Evaluation Criteria:

Final grades will be cumulative and based on:

Class Attendance	10%		
Homework	10%		
Paper	20%		
Presentation	5%		
Midterm	20%	Final exam	<u>35%</u>
	Total		100%

B. Policies and Expectations:

1. You must be familiar with the computer e-mail system.
2. You must attend class in order to participate in exercises and discussions. If you miss more than two class meetings, you will lose attendance/participation course credit (points) as follows: 2 points per class missed.
3. All written assignments must be typed. Presentation will be evaluated based on five elements:
 - what (the content)
 - how (the process of information collection)
 - style (the way you present yourself and your work)
 - cooperation (between you and your teammate)
 - time (12-15 minutes)

VII. SPECIAL NOTES

A. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with _____

B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student's Rules and Regulations handbook.

<http://metro.inter.edu/servicios/documentos/reglamentosestudiantes2006.pdf>

Inter American University has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student' Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

C. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device That could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited

VIII. RESOURCES

No textbook is required but the following are highly recommended:

Bygrave, W., & Zacharakis, A. (2011). *Entrepreneurship* 2nd Edition. Wiley.

Vesper, K. H. (2010). *New Venture Experience* 3rd edition. Vector Books

Kuratko, D. F. (2009). *Entrepreneurship: Theory, Process, Practice*, 8th edition. South-Western Cengage Learning.

Timmons, J. A., & Spinelli, S. (2009). *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw-Hill Irwin

Gamundi-Cestero, B. (2011). *Buscando una Sociedad de Dueños*. Universidad del Este.

IX. BIBLIOGRAPHY ACTUAL AND CLASSIC

A. Books:

Bygrave, W., & Zacharakis, A. (2011). *Entrepreneurship* 2nd Edition. Wiley.

Vesper, K. H. (2010). *New Venture Experience* 3rd edition. Vector Books

Kuratko, D. F. (2009). *Entrepreneurship: Theory, Process, Practice*, 8th edition. South-Western Cengage Learning.

Timmons, J. A., & Spinelli, S. (2009). *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw-Hill Irwin

Gamundi-Cestero, B. (2011). *Buscando una Sociedad de Dueños*. Universidad del Este.

B. Periodicals (Journals and Newspapers)

Academy of Management
Journal Administrative
Management Advanced
Management Journal Caribbean
Business Review Comercio y

Producción
Foreign Affairs
Harvard Business Review
International Organizational Behavior
International Studies of Management and Organizations
Journal of Business Ethics
Journal of Cross Cultural Psychology
Journal of International Business
Studies Journal of Management
Development Journal of Management
Studies Management International
Review Management Review
Management Science
Management
Solutions
Management Today
New York Times
Organization Studies
Organizational Dynamics
Organizational Studies

C. Websites

Academy of Management
(www.aom.pace.edu) Business Research
(www.hoovers.com) Business Week
(www.businessweek.com) Entrepreneur
(www.entrepreneur.com)
Entrepreneur Magazine
(www.entrepreneurmag.com) Fast Company
Magazine (www.fastcompany.com) Forbes
(www.forbes.com)
Harvard Business Review (www.hbsp.harvard.edu)
Strategic Management Club Online (www.strategyclub.com)
Strategic Management Journal – Wiley InterScience
(www.interscience.wiley.com) Strategic Management Society (www.smsweb.org)
Wall Street Journal (www.wsj.com)

Rev. 10/2013