SYMPOSIUM ON GLOBAL ENTREPRENEURSHIP: BEST PRACTICES IN PEDAGOGY AND START UP APPLICATIONS

Chris Pavlides
Innovation & Entrepreneurship Institute
Temple University
1810 North 13th Street,
Philadelphia, PA 19122
(215) 204-1035
pavlides@temple.edu

Dr. Ted Zoller
Executive Director, Center for Entrepreneurial Studies, University of North Carolina

Dr. Greg Leman
Director, University Entrepreneurial Initiatives, Baylor University

Dr. Lucyna Kornecki
Assistant Professor, College of Business, Embry Riddle Aeronautical University

Ms. Colleen Post (PhD cand.)
Associate Director, Pino Global Entrepreneurship Center, Florida International University
ACADEMIC ABSTRACT

The panel is composed of instructors of a course or a program in global or international entrepreneurship. The discussion would include teaching focus and applications in for-profit international entrepreneurship; course content; case studies; class projects; the role of international conferences and cross border university alliances and collaborations. We hope that this discussion reinvigorates interest on the topic and generate potentially more active members for the division. We also would like to focus more on the for-profit applications rather than stay with the economic development non-profit route.

EXECUTIVE SUMMARY

With many of today's entrepreneurs starting ventures simultaneously in several countries, it is critical for the global businessperson to understand the financial and business environments in different countries and to accurately assess investment opportunities that cross borders. Entrepreneurship is going to be the most important economic driver in a lot of countries. The U.S. will continue to serve as a very powerful and convincing role model with its transparent capital markets, stable legal system, innovative scientific and university systems, tolerance for income disparity, and culture that rewards people who pursue opportunities after assessing the risks.

Current events and their effect on our economy may prevent many businesses from considering or proceeding with expansion plans. Conventional thinking may keep competitors close to home in a defensive posture. Pursuing foreign markets requires a great deal of preparation and research. Currency fluctuations provide challenges in doing business globally, even in the best of times. However, a lower currency in our home country (as is currently the case with US $ and Euro) means that US services or products could be much more price-competitive in the world market.

The proposed symposium would look as to how U.S. Universities are preparing future entrepreneurs in understanding both the challenges and opportunities provided by the foreign markets. More specifically would explore current academic courses offered in Global or International Entrepreneurship and applied programs that educate and support entrepreneurs in their start-up or expansion efforts. The discussion would look at content and organization of such courses, case studies, class projects and possible assessment of their effectiveness. The panel would also look into interconnected academic & clinical programs that reinforce course applications.

PANELISTS

The symposium panel would be composed of such course instructors and program directors that can talk expertly about their own academic offerings and applications.