



South-Eastern Finland  
University of Applied Sciences

## **INTERNATIONAL ENTREPRENEURSHIP, 5 ECTS, (27.5.–14.6.2019)**

*Dr. Christopher McChesney, USA*



See his CV below the course description

### **Learning outcomes**

1. You know the principles according to which international enterprises function and grow.
2. You can differentiate between the international standards, legislation and principles of entrepreneurship in different countries and regions.
3. You can identify the basic factors influencing the level of internationalization of businesses in their home country and globally.
4. You can analyse international factors of entrepreneurship and design international entrepreneurship strategies in a real-time setting.

### **Content**

The most successful companies in today's business world are multinational enterprises. In this course, you gain an overview of what international entrepreneurship is and what are the pathways of establishing international business.

What are the basic approaches to entrepreneurship on the international scale?

How do international business environments differ and what are their similarities?

What are the key stages of creating an international entrepreneurship strategy in the area of the student's professional expertise?

What are the pathways of establishing an international business and how is an international entrepreneurship network built?

### **Assessment**

- a. You can identify interrelated tasks concerning international entrepreneurship
- c. You can evaluate the challenges of international entrepreneurship and taking businesses to international markets
- e. You can choose appropriate models and methods according to the purpose and justify these choices.

### **Prior know-how and skills**

Basics of business

### **Co-requisites**

No additional related studies

### **A brief cv of the lecturer**

Dr. Chris McChesney received his B.A. in Sociology from the University of Colorado, Masters in Business Administration from the University of Colorado at Denver, and PhD in Business Administration from NorthCentral University in Prescott, Arizona. Before entering teaching, he started and managed several small businesses and managed organizations in the communication, real estate, and consulting fields across the United States and Spain. He conducts annual research and publishes academic peer-reviewed papers on the relationship between educational attainment, salaries, and longevity, taking into account differences, such as culture, gender and the geographic area.