

# Syllabus

for course at advanced level

**Entrepreneurship in Developing Countries**  
**Entreprenörskap i utvecklingsländer**

**7.5 Higher Education  
Credits**  
**7.5 ECTS credits**

<b>Course code:</b>	FE6611
<b>Valid from:</b>	Autumn 2009
<b>Date of approval:</b>	2009-08-28
<b>Department</b>	Stockholm Business School
<b>Main field:</b>	Företagsekonomi
<b>Specialisation:</b>	AXX - Second cycle, in-depth level of the course cannot be classified

## Decision

This syllabus was approved by the Graduate Studies Committee Studies (Masterutbildningsnämnden, MUN) at Stockholm University School of Business 2009-08-28.

## Prerequisites and special admittance requirements

120 HE credits. Swedish upper secondary school course English B, or the equivalent, or one of the following tests. Cambridge CPE och CAE: Pass. IELTS : 6.0 (with no part of the test below 5.0). TOEFL (paper based): 550 (with minimum grade 4 on the written test part). TOEFL (computer based): 213. TOEFL (internet based): 79.

## Course structure

Examination code	Name	Higher Education Credits
6611	Entrepreneurship in Developing Countries	7.5

## Course content

The course consists of the following course module:

- Entrepreneurship in Developing Countries 7,5 credits, provkod 6611

Sustainable entrepreneurship involves enhancing and balancing a company's financial results (profit), its social (people) and environmental (planet) effects. Sustainable entrepreneurship benefits both the business and society. It offers companies opportunities for cost reduction, market development and long-term continuity. At the same time, it opens avenues towards social development and environmental improvement.

Small and medium-sized enterprises (SMEs) in developing countries have a great untapped potential for value creation through sustainable entrepreneurship (or: corporate social responsibility). We take a business-oriented approach in this course but still sustainable based on the perspective of the developing country.

This course seeks to globalize the lens through which you view business. We will consider a variety of perspectives and will focus on different regions of the world with specific emphasis on foreign developing continents such as Asia. We want to challenge you to think differently – and critically – about the economic and non-economic divergences between western or OECD countries and those that are considered transition or emerging markets. Some variations are more evident like the fact that incomes are generally lower and

government regulations in business decisions and currency volatility are generally higher in newer or developing markets. Some differences, however, are much more subtle and yet their consequences are often significant. The trend toward economic liberalization has created huge business opportunities around the world. The World Bank projects that over the next 25 years, emerging markets will increase their share of global GDP from 22% to 38% and that they will account for nearly half of the total GDP growth. However, there remains no universal consensus as to how, or if at all, globalization should be embraced.

During the course, one will explore how different aspects modulate the economic policies of a country, and how individuals in other countries are impacted by such developments. In particular, one will consider how business executives can leverage from ongoing developments in developing countries, and how the notion of entrepreneurship is evolving in the context of globalization of products and services, both in terms of suppliers and users.

### **Learning outcomes**

The purpose of this course is to introduce students to an overview of the role of business and technology in poverty alleviation and sustainable development in developing regions of Africa, Asia and Latin America through

- describing the key development challenges facing the developing world in the 21st Century
- identify opportunities for sustainable business in developing countries, especially among the poor
- analysing, from theory and practice, the link between technological innovation, entrepreneurship and sustainable development
- identify and analyze the prevailing features of the overall policy and reform environment that shape business and technology development in Africa, Asia and Latin America
- introduce and discuss foreign aid, trade and foreign direct investment as tools for developing capacity to do business for sustainable development
- argue for what kind of generic expertise it takes to do business in developing countries
- explain the role of publicprivate partnerships in sustainable development
- evaluate leadership and managerial dilemmas in navigating risk and uncertainty in developing regions.

### **Education**

The course is delivered in the form of

- Lectures/seminars for overview of the main subject areas.

The content and schedule for all teaching and learning activities will be given when the course commences. The language of instruction for all teaching and learning activities is English. Instruction will be offered only if enough resources are available.

### **Forms of examination**

#### a) Examination

The students grade will depend on two factors:

- Written Case Analysis. Students may choose any two case studies to analyze. Each case is to be completed in a memo format; double spaced with 1” margins and should be four pages in length.
- Research Paper. For this assignment, students are to select an entry strategy for a real or fictitious company’s product or service into one or more emerging or transition markets. The strategy may or may not include a joint venture or other strategic alliance as an entry mode. You are to presume that the organization has only nominal knowledge about developing markets, but that it believes that the majority of population – consumer – growth is bound to occur in one of these regions and therefore warrants serious consideration. Your research paper is aimed at strengthening that consideration.

Grades are given in accordance with a criterion-referenced scale. A, B, C, D, and E are Pass grades. Fx and F stand for Fail grades.

#### b) Grading criteria

Grading criteria are decided by the head of the course and stated in written information issued when the course commences.

#### c) Course requirements

Successful completion of the course requires

- attendance and active participation at seminars as indicated in information available on the course web page or issued when the course commences (course requirement)

- a minimum E grade in the final examination.

d) Other

Students having received the grade E or higher in the final examination are not allowed to retake the examination.

### **Interim**

In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has been effected.

### **Limitations**

The course can not be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

### **Misc**

The course is only offered within Stockholm School of Entrepreneurship (SSES).

### **Required reading**

Each student will be expected to select one book and read it during the course. During literature sessions every student is expected to share the important lessons of their book, as well as pass in/share with their cohort a one-two page summary. This way every student will benefit from a large selection of literature pertinent to entrepreneurship in transitional economies and/or in developing countries. Below is a list of potential books but the choice is open to the student.

- Bernstein, David. How to Change the World: Social Entrepreneurship and the Power of New Ideas. New York: Oxford University Press, 2004.
- Kuzwayo, Ellen. 1985, 2004. Call Me Woman. Johannesburg: Picador Africa.
- Kathrada, Ahmed. 2004. Memoirs. Cape Town: Zebra Press.
- Steinberg, Jonny. 2004, The Number. Jeppestown: Jonathan Ball Publishers.
- Du Preez, Max. 2003. Pale Native: Memoirs of a Renegade Reported. Cape Town: Zebra Press.
- Mandela, N. 1994. Long Walk to Freedom. London: Abacus.
- Krog, Antjie. 1998, 2000. Country of My Skull : Guilt, Sorrow, and the Limits of Forgiveness in the New South Africa. New York: Three Rivers Press.
- Christie, P., Lessem, R., and Mbigi, L. 1994. African Management. Randburg: Knowledge Resources.
- Mayer, P. 1971. Townsman or Tribesman. Cape Town: Oxford University Press.
- Thompson, L. 1995. A History of South Africa. New Haven: Yale University Press.
- Michener, J.A. 1980. The Covenant. New York: Fawcett Crest.
- Coetzee, J.M. 2000. Disgrace. London: Vintage.
- Tavis, L.A. 1997. Power and Responsibility. Notre Dame: University of Notre Dame Press. (We will be reading an excerpt from this book for class.)
- Global Entrepreneurship Monitor (GEM) Report – South Africa
- The Economist: A Survey of South Africa, “Africa’s Great Black Hope,” February 24th, 2001.
- Southern Africa Catholic Bishops’ Conference Parliamentary Liaison Office: Occasional Paper 4, “Micro-Enterprises As Resources,” Munoz, Omar, January 2001.
- Power and Responsibility, “Multinational Managers and Developing Country Concerns,” Tavis, Lee, 1997.