Instructor: Leonard F. Gingerella
Office: Maguire Hall #402A
Office Hours: By appointment
Phone: 312-915-6602
E-Mail: lgingerella@luc.edu

Note: Most questions, concerns, and issues can be handled through e-mail. Should a personal meeting be required, we can arrange an appointment. Refer to Sakai “Resources” for presentations PowerPoints / Assignments. Refer to Sakai gradebook for assignment point score.

Required Texts:
- Global Entrepreneurship, Carraher & Welsh. KH Pub (required for first week of class)

Required Technology: Laptop computer is recommended for real time exercises, exams and research.

Course Description:

This course addresses changes today to global economics and the transformation of domestic markets to global markets. The new entrepreneur is required to think beyond traditional borders. With the introduction of the Internet, entrepreneurs can easily research, find and reach new markets. However, entering the global market requires an understanding of business dynamics and barriers to entry into the international arena. Students will be required to conduct comprehensive research towards the objective of building a unique global business model. The course requires that the student have a solid academic foundation in economics, finance and marketing. These skills are applied through analytical modeling and testing of various market factor configurations.

Course Learning Objectives Are:
- Demonstrate an understanding of the characteristics of international markets
- Demonstrate the application of research to scan for international business opportunities
- Demonstrate an understanding of international barriers to entry (laws, culture, monetary values)
- Develop a import/export international business model based on research & course material.
• Develop critical thinking skills through case study analysis, experiential exercise and team projects
• Develop effective communication skills through in-class presentations of assignments and team projects

**Instructional Format:**

Course content will be presented and enriched through lecture, interactive discussion, research presentations and weekly international business news/issues de-briefs. Learners’ will be immersed into various international business situations to transform theories into practical actions. Application of course objectives is reinforced through the development and testing of various international business models and business plans for international start-ups and growing entities.

**Academic Dishonesty**

All forms of academic dishonesty are prohibited. This includes:

• Plagiarism – the use of materials from books, notes, and other sources of the student’s written work without due credit to the source used and is presented as the student’s original intellectual material.
• Cheating – copying of sharing of test information/answers, copying of assignments, reports, term papers, team projects, etc.

*Plagiarism or cheating could result in automatic course failure (grade F) and possible school disciplinary action.*

**Attendance & Participation Policy:**

Attendance is required. Your contribution is an important part of the learning experience gained by each of your peers. Absence means you are taking away from the class dynamic and evolving culture of the class. **You are allowed a maximum of three unexcused absences. Additional missed classes will result in a 10 point per class missed grade point reduction. Late class arrival (10 minutes +) will be counted as absent.** Additionally, the degree of prepared insight and opinion regarding assigned topics will be used to measure class prep and participation.

**Class Conduct:**

This class will be conducted as an adult learning experience. The classroom will be considered a safe learning environment for intellectual debate, disagreement, and personal opinion. Respect must be given to all individual presentations and opinions, regardless of agreement or disagreement.
Student Performance Evaluation

Student performance will be measured (graded) across five dimensions:

1. Writing assignments:
   - Chapter Questions and/or Case Debriefs: 10 @ 20 pts each 200 pts
   - Weekly international business briefs: 10 @ 20 pts each 200 pts

2. Personal Chapter Debriefs:
   - Written report & PP presentation: 2 @ 100 pts ea 200 pts

Debrief Grade Rubric. Students will be graded on the following:

- Report thoroughness and research support 50 pts
- Presentation thoroughness with examples of chapter key points 50 pts
- Discussion format (pp) and discussion questions/exercise 50 pts
- Presentation quality: Engaging and interactive 50 pts

3. Mid-term exam 100 pts
4. Final written thesis 250 pts
5. Attendance & class participation 50 pts
Total assignment points 1000 pts

Grade Scale

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<th>Grade</th>
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<tr>
<td>A</td>
<td>1000-950</td>
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<td>A-</td>
<td>949-900</td>
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<td>899-833</td>
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INSTRUCTOR BIO: Leonard F. Gingerella

\textit{Len Gingerella has over 30 years executive leadership experience including division president and executive positions within fortune 500 companies. His career spans large international companies to successful technology start-ups. In addition, Len’s entrepreneurial experience includes the founding, growing and subsequent selling of a multi-million dollar management-consulting firm to a NYSE company as well as mentoring several new successful start-ups.}

\textit{Len holds an MS degree in Business Administration from Central Michigan University. He has authored numerous published articles, is an Angel Investor, Advisory Council Chairman at Lawrence Technological University, and most recently, held the position of Entrepreneur-in-Residence at DePaul University.}