

Course Title: **International Entrepreneurship in the Digital Era**

Course Code: **INTB862**

Descriptor Start Date: **01/01/2026**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

An advanced study of entrepreneurship in regional and global contexts, focusing on firms' internationalisation. Evaluates innovative approaches employed by firms to compete internationally, analysing entrepreneurial ventures and international market entry strategies.

LEARNING OUTCOMES

1. Critically discuss the role of entrepreneurs, including indigenous entrepreneurs, in global, regional, national and local economies.
2. Evaluate critically the impact of SME and born-global characteristics on digital/traditional market entry and expansion into foreign markets.
3. Compare various internationalisation approaches with a focus on digital platforms and born-global strategies.
4. Reflect on innovative and culturally grounded entrepreneurial approaches across markets.
5. Collaborate to develop and communicate an international venture business proposal.

CONTENT

- The significance of SMEs in global and regional contexts
- The role and nature of entrepreneurs
- Characteristics of SMEs
- Motivations and constraints for SME internationalisation
- Modes of market entry strategies
- Entrepreneurial ventures

Disclaimer: Course descriptors may be amended between teaching periods/semesters

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Report (Individual)	30.00	2, 3, 4
Reflection journal (Individual)	30.00	1, 2, 3, 4
International venture business proposal video (Group)	40.00	1, 2, 3, 4, 5

Grade Map

MAP1

A+ A A- Pass with Distinction

B+ B B- Pass with Merit

C+ C C- Pass

D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK1090, Master of Business Management

Related Programme/s: AK1066 PgDipGBus, AK1090 MBM, AK1091 PgDipBM, AK1085 MSCM, AK1086 PgDipSCM, AK1070 PgCertBusSt

Disclaimer: Course descriptors may be amended between teaching periods/semesters