I. COURSE TITLE: Entrepreneurial Development

II. COURSE DESCRIPTION:

Evaluation of the risks and opportunities for small and medium-size organizations operating in the global and international scenarios. Study of the public policies that affect entrepreneurial development in Puerto Rico, the Caribbean, and Latin America. The class emphasizes the ethical, social, and cultural aspects of entrepreneurial development in small and medium-size enterprises. It includes the development of a business start-up plan.

III. GENERAL AND SPECIFIC OBJECTIVES:

By the end of the course the students will be able to:

1. demonstrate a broad knowledge base and varied points of view on the risks and opportunities for small and medium-size organizations operating in the global and international scenarios.
   - explain the risks and opportunities for small and medium-size organizations operating in the global and international scenarios.
   - discuss the techniques, strategies, models, methods, analysis tools, processes, complexities, paradoxes and conventions of entrepreneurial ventures

2. identify factors affecting the entrepreneurial development environment in Puerto Rico, the Caribbean and Latin America
   - be able to evaluate potential customers in Puerto Rico, the Caribbean and Latin America
   - determine risks and opportunities for small and medium-size organizations
   - explain the global and international scenario variables affecting small and medium-sized enterprises
   - describe in general terms how public policy in Puerto Rico affects entrepreneurial development
   - describe in general terms how public policy in selected Caribbean and Latin American countries affects entrepreneurial development
   - discuss the ethical, social and cultural aspects affecting entrepreneurial development
2.7 explain how ethics may affect the development of small and medium-size enterprises

3. develop a business start-up plan using analytical and planning tools.
   differentiate the special accounting and legal rules governing business start-up in the United States, and selected Caribbean and Latin American countries
   explore the details of acquiring control over needed resources
   determine market and competitive potential for entrepreneurial development in Puerto Rico, the Caribbean and Latin America of small and medium-size enterprises.

IV. COURSE CONTENTS

A. Risks and opportunities for small and medium-size organizations
B. The global and international scenarios.
C. Public policy in Puerto Rico: How it affects entrepreneurial development
D. Public policy in selected Caribbean and Latin American countries: how it affects entrepreneurial development
E. Ethical, social, and cultural aspects of entrepreneurial development
F. Ethics and how it affects the development of small and medium-size enterprises
G. Business start-ups: special accounting and legal rules in the United States
H. Business start-ups in selected Caribbean countries: similarities and differences with the United States
I. Business start-ups in selected Latin American countries: similarities and differences with the United States

V. ACTIVITIES

A. Class discussions
B. Group dynamics
C. Team presentation

VI. TEXTBOOK

No textbook is required but the following are highly recommended:


VII. RESOURCES

A. Readings:

**Topic: Foundations of Intercultural Communication**

Wiseman, R. (Ed.) *Intercultural Communication Theory*. Chapters to be assigned by the professor.

**Topic: Intercultural Communication Processes**


**Topic: History and Intercultural Communication**


**Topic: Language and Intercultural Communication**


**Topic: Cultural Spaces and Nonverbal Communication**


**Topic: Communication and Intercultural Transitions**


**Topic: Communication and Intercultural Relationships**


**Topic: Conflict, Communication and Culture**


**Topic: Ethics and Intercultural Communication**


**Topic: Intercultural Negotiations**


**VIII. COURSE EVALUATION:**

**A. Evaluation Criteria:**

Final grades will be cumulative and based on:

- Class Attendance: 10%
- Homework: 10%
- Paper: 20%
- Presentation: 5%
- Midterm: 20%
- Final exam: 35%
B. Policies and Expectations:

1. You must be familiar with the computer e-mail system.
2. You must attend class in order to participate in exercises and discussions. If you miss more than two class meetings, you will lose attendance/participation course credit (points) as follows: 2 points per class missed.
3. All written assignments must be typed. Presentation will be evaluated based on five elements:
   what (the content)
   how (the process of information collection)
   style (the way you present yourself and your work)
   cooperation (between you and your teammate)
   time (12-15 minutes)

IX. BIBLIOGRAPHY

A. Books:


B. Periodicals (Journals and Newspapers)

Academy of Management Journal
Administrative Management
Advanced Management Journal
Caribbean Business Review
Comercio y Produccion
Foreign Affairs
Harvard Business Review
International Organizational Behavior
International Studies of Management and Organizations
Journal of Business Ethics
Journal of Cross Cultural Psychology
Journal of International Business Studies
Journal of Management Development
Journal of Management Studies
Management International Review
Management Review
Management Science
Management Solutions
Management Today
New York Times
Organization Studies
Organizational Dynamics
Organizational Studies

C. Websites

Academy of Management (www.aom.pace.edu)
Business Research (www.hoovers.com)
Business Week (www.businessweek.com)
Entrepreneur (www.entrepreneur.com)
Entrepreneur Magazine (www.entrepreneurmag.com)
Fast Company Magazine (www.fastcompany.com)
Forbes (www.forbes.com)
Harvard Business Review (www.hbsp.harvard.edu)
Strategic Management Club Online (www.strategyclub.com)
Strategic Management Journal – Wiley InterScience (www.interscience.wiley.com)
Strategic Management Society (www.smsweb.org)
Wall Street Journal (www.wsj.com)