

**Community College of Beaver County**

Jodi Carver, Instructor in Business and Technologies Department

Course: Entrepreneurship BUSM 108

**Eastern European Course Module**

*Small Business in an International Arena: Eastern Europe*

**Module Description**

This course module will challenge students to think about international business with an entrepreneurial mindset in Eastern European nations. A brief history and economic understanding will be presented to familiarize students with this part of the world. Furthermore, the course will consider how US entrepreneurs could partner and engage in business with Eastern European nations.

**Module Learning Objectives**

* Expand understanding of the potential of entrepreneurial opportunities in international markets.
* Develop a brief understanding of the history and economies of the nations of Eastern Europe, including an understanding of the difference between centrally planned and market-based economies.
* Apply foundations of entrepreneurship to an international arena; in this case Eastern Europe.
* Compare different methods of business entry in this part of the world through research on Internet sites provided by instructor.
* Analyze a specific small business experience through case study method.

**Additional Benefits to Students**

Students will be encouraged to share personal background with regard to their heritage relating to this region of the world, which will help to create an atmosphere of sharing in the classroom. Furthermore, the entrepreneurial-minded student will be challenged to think beyond the US economy while gaining international perspective within the small-business framework. Understanding the challenges facing small-businesses in countries that are transitioning from a centralized economy to a free-market economy could motivate students to appreciate their ability to become an entrepreneur in our country. Finally, students will be given the opportunity to improve their research skills.

**How the Eastern European Module Learning Objectives Align with Entrepreneurship**

* Apply foundations of entrepreneurship to the formation of small business structure.
* Understand the need for strategic planning for new business ventures.
* Describe the impact of outside global forces on small business growth opportunities.
* Gain real-world business understanding by researching current entrepreneurial ventures in this region.

**Preparatory Films/Readings Assigned to Students**

* “Good Bye, Lenin!” German tragicomedy film directed by Wolfgang Becker (2003).
* Jankoski, Tomek E. (2013) Eastern Europe!: Everything You Need to Know About the History (and More) of a Region that Shaped Our World and Still Does.

**Internet Sites for Reference**

1. Orientation Global Networks, Inc. (<http://eeu.orientation.com/)>
2. European Bank for Reconstruction and Development (ERBD) (<http://www.ebrd.org/)>
3. Central and Eastern European Business Directory (<http://ceebd.co.uk/ceebd/business.html)>
4. Central and Eastern Europe Business Information Center (<http://www.mac.doc.gov/eebic/ceebic.html)>
5. Budapest Business Journal (<http://www.bbj.hu/business/)>
6. Top 10 Cities for Fast-Growth Businesses in Europe | Inc.com ([www.inc.com/.../top-10-cities-for-entrepreneurship-in-europe\_1.html)](http://www.inc.com/.../top-10-cities-for-entrepreneurship-in-europe_1.html))

**Module Format**

Classes will be interactive. The principle teaching methods used in class will be lectures, power point slides, case study discussions, videos and a guest speaker.

**Bibliography**

Bakacsi, Gyula. (2002) Eastern European Cluster: Tradition and Transition, Journal of World Business, Vol 37, pp. 69-80.

Bisoux, Tricia. *On The Path To Prosperity.* *BizEd* (January, 2002): 34-41.

Prats, Julia. *Entrepreneurs on Hostile Ground: 5 Lessons from Eastern Europe.* [http://blog.iese.edu/entrepreneurship/2014/11/11.](http://blog.iese.edu/entrepreneurship/2014/11/11)

Strauss, Steven D. *The Small Business Bible, 2nd Ed.* New Jersey: John Wiley & Sons, Inc., 2008.

Tesar, George. *International Business Teaching in Central and Eastern European Countries.* New York: International Business Press, 2002.

**Challenges or Hurdles**

* Student ability to transfer entrepreneurial foundational learning to international arena.
* Required Business Plan project for this course takes entire semester to complete, so will module detract from this assignment?
* Should this module be presented during the last 15-30 minutes of each class throughout the semester or focus 3-4 sessions completely on this module?
* As an adjunct faculty, I am not certain which course I will be given the opportunity to teach.

**How Bridging Cultures Course has helped me plan for this module.**

Since the material covered in this course is an area that I have limited knowledge about, the course has been instrumental in preparing me to implement this module in my entrepreneurship course. The readings, videos and bi-weekly lectures have provided a foundation of understanding about this region of the world. It has caused me to continue my research specifically in the area of international business/entrepreneurship in Eastern European countries. I really look forward to sharing this module with the students of CCBC.