



ODU International Entrepreneurship Virtual Team Project

Summary

International Entrepreneurship is “*The discovery, enactment, evaluation, and exploitation of opportunities—across national borders—to create future goods and services*”. In the Pre-COVID world, entrepreneurs venturing abroad needed to build a range of skills to effectively work in cross-cultural teams to ideate foreign-market entry strategies. In the Post-COVID world, these skills now must also include the ability to work virtually in real-time, asynchronously, and across time zones using multiple communication tools and strategies.

This focused seminar provides undergraduate and graduate students from ODU and our partner Central-Asian Universities with a taste of international entrepreneurship and what it involves in the post-COVID reality.

Format and Time of Sessions

- Part A – Zoom (1.5 hour), Friday April 29th @ 8am US Eastern Time
- Part B – Self-directed working sessions, 4-person teams – each team to include both US and Central Asian students
- Part C – Zoom (1.5 hour), Sunday May 1st @ 8pm US Eastern Time

Who should attend?

- Undergraduate/graduate students enrolled at ODU or one of our partner Central Asian Universities who are interested in international entrepreneurship and ready to work collaboratively with team members half-way across the world!

What will I learn?

- Basic domains of the field of international entrepreneurship through ‘mini lectures’ from ODU faculty (see below) and related discussions with US and Central Asian faculty and administrators.
- Working in a cross-cultural (U.S. & Central Asia) virtual team over a weekend and delivering a foreign market entry strategy pitch to ODU and partner university faculty and mentors.
- A taste of concepts/skills in the field such as “*cultural intelligence*” (CI) and “*international entrepreneurial self-efficacy*” (IESE)

Part A 8 - 9.30 AM US Eastern Time Friday 29th April	Part B Self-directed team working sessions	Part C 8 – 9.30 PM US Eastern Time Sunday 1st May (Monday 2nd May for Central Asia!)
<ul style="list-style-type: none"> - Brief intros - Motivations/theory for “going global” - Liabilities/advantages of entering foreign markets - Intro to case venture - Team assignment 	<ul style="list-style-type: none"> - Teams collaborate Friday-Sunday via WhatsApp, Telegram, Zoom, e-mail, or other platforms - 2-4 hours of collaboration - Faculty mentors are available to join sessions and help if/when needed 	<ul style="list-style-type: none"> - Brief recap - Brief team PPT presentation via a share screen - Faculty/mentor comments - Foreign market Implementation issues for new ventures (theory and practical) - Wrap up / Connections

		
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