

**Course TITLE:** Introduction to Cross-cultural Entrepreneurship in Asia

**Instructor:** Pornlapas Suwannarat / Atthaphon Mumi

**Title/Position :** Assistant Professor / Lecturer

**Institution :** Mahasarakham University



**Course Overview:**

This course is designed to introduce students the basic concept of entrepreneurship, including the theories and practices of the entrepreneurial process, focusing on Asian context. As well, it will fundamentally provide students the basic knowledge of the meaning of culture and cultural dimensions, value system and cultural environments that affect functions of management. The course will cover the topics such as the characteristics of entrepreneurs, entrepreneurial networking, identifying problems and opportunity, developing a business model and entrepreneurial funding. The relationship between culture and entrepreneurship is also the prime topic of the course. The case studies of successful entrepreneurs in Asia will be used and students will be asked to participate in the discussions.

**Grading:**

Attendance	20%
Assignments	25%
Presentation	25%
Exam	30%