# **ADDITIONAL ASSIGNMENT – 202430B / MGT311 Global Entrepreneurship**

### Due Date: Tuesday, 27th August 2024

### Length: 2,000 words +/- 10%

### Value: 30%

### Submission: Email to FOBJBS-Subject-Admin@csu.edu.au

### **TITLE**

### The Dynamics of Global Entrepreneurship

### **TASK**

### Entrepreneurship has evolved into a global phenomenon, fostering unprecedented economic interconnectedness. This assignment will explore the comprehensive landscape of global entrepreneurship, examining its drivers and challenges. The goal is to provide insights into how entrepreneurs can navigate complexities and capitalise on opportunities in an increasingly global market.

### **INSTRUCTIONS and PRESENTATION**

### **Introduction (150 words)**

### Provide a brief overview of global entrepreneurship, highlighting its significance and distinguishing it from traditional domestic entrepreneurship.

### **Concept of Global Entrepreneurship (200 words)**

### Define global entrepreneurship.

### Discuss the key characteristics that distinguish global entrepreneurs, such as market opportunities, cross-border thinking, and scalability.

### **Drivers of Global Entrepreneurship (400 words)**

### Explain the factors contributing to the rise of global entrepreneurship, including:

### Technological advancements

### Economic globalisation

### Cultural exchange

### International funding and support

### **Challenges Faced by Global Entrepreneurs (400 words)**

### Identify and elaborate on the unique challenges encountered by global entrepreneurs, such as:

### Regulatory compliance

### Cultural differences

### Political risks

### Competitive pressure

### **Strategies for Successful Global Entrepreneurship (400 words)**

### Discuss strategic approaches that can help entrepreneurs overcome challenges and succeed globally, including:

### Market research and entry strategy

### Building a global network

### Adapting to local cultures

### Risk management

### **Future of Global Entrepreneurship (300 words)**

### Examine emerging trends and developments that will shape the future of global entrepreneurship, such as:

### Technological integration

### Sustainability and social impact

### Rise of emerging markets

### Remote and hybrid work models

### **Conclusion (150 words)**

### Summarise the key points discussed.

### Reflect on the potential for future innovation and growth in global entrepreneurship.

**REQUIREMENTS**

* Use at least five academic sources to support your analysis.
* Provide citations and a reference list formatted according to APA style guidelines.
* Ensure your assignment is well-organised, with clear headings and subheadings corresponding to each section mentioned above.

### **MARKING CRITERIA**

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| --- | --- | --- |
| **Criterion and weighting** | **Pass (50%-100%)** | **FL (0-49%)** |
| Depth of understanding of theoretical perspectives of concepts; use of references to support the argument (20%) | Demonstrates a solid understanding of global entrepreneurship by covering its scope, significance, and current trends. Discussion shows comprehensive knowledge and understanding of relevant concepts and theories needed for critical analyses. There is clear evidence of depth in critical thought, with extensive use of quality information sources. | Discussion does not attempt to apply relevant concepts and theories. Almost no critical analysis is evident. |
| Identification and analysis of key drivers (20%) | Clearly identifies and explains the primary drivers of global entrepreneurship. Offers a detailed analysis of how each driver influences global entrepreneurship, supported by relevant examples or data. | Discussion shows almost no evidence of primary drivers of global entrepreneurship. Fails to provide a detailed analysis of how the influence on global entrepreneurship. Almost no application is evident. |
| Examination of Challenges (20%) | Clearly captures the main challenges faced by global entrepreneurs. Critically examines these challenges, providing well-supported arguments and discussing their implications for entrepreneurs. | Discussion shows almost no evidence of the main challenges faced by global entrepreneurs. Fails to critically examine these challenges. |
| Practical Insights and Recommendations (20%) | Generates insightful and practical recommendations for entrepreneurs looking to navigate global markets. Suggests strategic approaches to overcome identified challenges and leverage opportunities in the global entrepreneurship landscape. | Discussion fails to provide insightful and practical recommendations for entrepreneurs. No strategic approaches to overcome identified challenges and leverage opportunities provided. |
| Organisation and Coherence 10%) | Presents information in a logically structured and coherent manner. Adheres to assignment guidelines regarding formatting, length, and presentation. Communicates ideas clearly and concisely. | Poor structuring and disjointed presentation of information. Presents information in an illogical and incohesive manner. |
| Evidence of reading and APA7 referencing style convention followed (10%) | An extensive range of relevant literature (beyond 6 current sources) has been used. APA7 referencing conventions in both in- text referencing and reference list have been used accurately and consistently. | Literature from less than 6 sources, which are not credible or relevant, and are tenuously related to the topic have been referred to. Adherence to APA7 referencing conventions in both in-text referencing and the reference list is minimal or non-existent. |