

**Faculty Development  
in  
International Entrepreneurship  
(FDIE)**

**June 2 - 5, 2008  
Denver, Colorado**

**Sponsored by the**

**U.S. Department of Education and the  
Center for International Business Education and Research  
(CIBER) at the**

**University of Colorado Denver**

**in collaboration with the**

**Kelley School of Business  
Indiana University  
CIBER**

**and the**

**Brigham Young University  
CIBER**

## **Who Should Attend . . .**

- Entrepreneurship faculty members who wish to develop a course in international entrepreneurship or to add global dimensions to their entrepreneurship course
- International Business faculty who wish to teach their IB course from an entrepreneurial perspective or to add a module on international entrepreneurship
- Faculty members who are planning to teach or conduct research in international entrepreneurship
- Faculty and executive directors of entrepreneurship centers who wish to internationalize their entrepreneurship programs

## **Program Objectives . . .**

- To learn important concepts and frameworks in international entrepreneurship, with focus on the intersection between the two disciplines of international business and entrepreneurship
- To consider the pedagogy for teaching the international entrepreneurship course or for internationalizing the entrepreneurship course, including recommendations about topics, syllabi and course materials
- To identify the resources available for teaching and research, including recommendations for textbooks, readings, cases, videos and Internet-based resources
- To meet and network with colleagues who share similar interests in research on international entrepreneurship

## **Program Framework . . .**

Module 1: Dr. Walter Kuemmerle - **Teaching, Curricular Development, and Research**

Selected Topics: International Entrepreneurship Finance, Comparative and Cross-Border Entrepreneurship, Use of Cases in International Entrepreneurship, Research Perspectives

Module 2: Dr. Patricia P. McDougall - **International Business and Entrepreneurship**

Selected Topics: Key Concepts and Frameworks in International Entrepreneurship, Research in International Entrepreneurship (Current State and Future Directions)

Module 3: Dr. Manuel Serapio and International Entrepreneurs - **Practice of International Entrepreneurship**

Selected Topics: International Deal Making, International Entrepreneurship vs. Corporate Intrapreneurship, Offshoring, and Social Entrepreneurship

Module 4: Faculty/Staff – Pedagogy and Resources in International Entrepreneurship

Selected Topics: Review of course outlines, books, articles, videos, cases, conferences, electronic resources, and others

## Faculty Facilitators

### **Walter Kuemmerle, Ph.D**

Dr. Kuemmerle is one of the world's leading experts on international entrepreneurship and private equity. He serves as a researcher, lecturer and consultant at leading institutions of higher learning, companies and non-governmental organizations around the world. He was a professor at Harvard Business School for over 10 years, with a joint appointment in the Entrepreneurial Management and Technology & Operations Management faculty groups.

Dr. Kuemmerle holds a Master's degree in Industrial Economics from the Koblenz School of Corporate Management in Germany where he graduated best in his class in 1992. In 1996 he earned a Doctorate in Business Administration with a specialization in strategy and business policy at the Harvard Business School. His thesis, "Home Base and Foreign Direct Investment in R&D," was awarded the George S. Dively Award for the best thesis research proposed in 1995 at the Harvard Business School. Kuemmerle also holds a degree in Commerce from Ecole Supérieure de Commerce in Lyon/France and has studied both at Kobe University and Keio University in Japan.

Dr. Kuemmerle's research has appeared in leading journals (such as *Strategic Management Journal*, *Journal of International Business Studies*, *Research Policy*, *Journal of Business Venturing*, *Harvard Business Review*, *Sloan Management Review*), a book and several book chapters. Kuemmerle has worked as a consultant to a number of companies. His work experience prior to joining the Harvard Business School was in banking (Deutsche Bank AG, Goldman Sachs), consulting (McKinsey & Company), chemicals (Hoechst Group) and pharmaceuticals (Eisai Co. Ltd.).

In 1999, Dr. Kuemmerle was named one of two Novartis Fellows at the Harvard Business School. Kuemmerle taught in Harvard Business School's MBA, doctoral and executive education programs. He then developed and taught a new and highly popular MBA elective course "International Entrepreneurship-Managing and Financing Ventures in the Global Economy". He has served as a consultant to financial institutions, large and small corporations and governments around the world. He serves on the board of several companies.

### **Patricia P. McDougall, Ph.D**

Dr. Patricia McDougall is the Associate Dean of Faculty and Research and the William L. Haeberle Professor of Entrepreneurship at Indiana University's Kelley School of Business. She is a past recipient of Indiana University's Teaching Excellence Recognition Award and the Kelley School's Full Professor Research Excellence Award.

Dr. McDougall helped pioneer the growing field of international entrepreneurship. Her first published article on international entrepreneurship appeared in 1989 in the *Journal of Business Venturing*. She and her co-author, Benjamin Oviatt, were presented the JIBS Decade Award for their 1994 article on the early internationalization of new ventures. The award is given to the *Journal of International Business Studies* article that has had the most significant impact on international business research during the past decade. She has co-edited a special issue of *Entrepreneurship Theory and Practice* and an *Academy of Management Journal* Special Research Forum on international entrepreneurship. She and her co-editor have a forthcoming volume, *International Entrepreneurship*, in *The International Library of Entrepreneurship* series.

Dr. McDougall's research has been published in a variety of journals, including *Academy of Management Journal*, *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, *Strategic*

*Management Journal, Journal of Management, Journal of International Business Studies, Journal of Business Ethics, and Academy of Management Executive.* Her business cases appear in more than twenty-five books, and her research has also been presented in the business press, including *Inc.* magazine, *USA Today*, and *The Wall Street Journal*.

Dr. McDougall is a 21<sup>st</sup> Century Entrepreneurship Research Fellow, the co-developer of the Velocity Conference, a member of the Board of Advisors of CEO (Collegiate Entrepreneurs Organization), and the former Chair of the Academy of Management's Entrepreneurship Division. She previously served on the Consulting Editors Board of the *Journal of International Business Studies* and is a current or former member of nine other editorial boards. In a survey published in the *Journal of Management* she was identified as the third most published author in entrepreneurship.

Formerly, she was a Professor at the Georgia Institute of Technology. While at Georgia Tech, she served as the co-principal investigator of two major National Science Foundation grants with the Electrical and Computer Engineering School and the Engineering Research Center. She received her Ph.D. in strategy from the University of South Carolina.

Dr. McDougall has been an active developer and presenter of executive programs for companies such as Arrow Electronics, Bosch, Boston Scientific, The Coca-Cola Company, BellSouth, Delta AirLines, Kimball International, Lockheed Martin, Scientific Atlanta, The Pampered Chef, and Western Union. She has consulted on strategy with units of The Coca-Cola Company in Germany, the Netherlands, Indonesia, Mexico, Colombia, Argentina, Guatemala, Costa Rica and the United States. In addition, she has assisted numerous entrepreneurial firms and several not-for-profit organizations such as The Carter Presidential Center in their strategic planning process.

### **Manuel G. Serapio, Ph.D.**

Dr. Serapio serves as CIBER Faculty Director, and Program Director and Associate Professor of International Business and Management at the University of Colorado Denver (UCD). Dr. Serapio developed and currently teaches the international entrepreneurship course at the Bard Center for Entrepreneurship. He has designed and conducted dozens of international business and development programs for various universities and multinational companies, including the highly successful Faculty Development in International Human Resources program. He is a past recipient of the Outstanding Teacher Award at UCD.

Dr. Serapio serves as Series Editor of Elsevier Science's Research in International Business. His publications have appeared in leading international business and research/technology management journals, including *Management International Review, Research Policy, Organizational Dynamics, IEEE Spectrum, Asian Business Management, Research Technology Management, and Academy of Management Executive.*

He has consulted for dozens of multinational companies and international organizations in the US and Asia including IBM, First Data/Western Union, Coors Brewing Company, Janus Capital Group, the US Department of Commerce, and the Asia Pacific Economic Cooperation.

Dr. Serapio is responsible for the design and coordination of the International Entrepreneurship FDIB.

## **Logistics**

### **Accommodations**

The Curtis Hotel  
1405 Curtis Street  
Denver, CO 80202

A special nightly rate of \$145.00 (plus taxes) for a single room is available for FDIE participants until **May 1, 2008**. Call 303-571-0300 or 1-800-525-6651 to make your reservation and ask for the **University of Colorado Denver** rate.

Classroom activities will be held at UCD's Executive Program facilities located at 1250 14<sup>th</sup> Street, Suite 150, Denver, CO.

### **Fees**

The cost of the program is \$1,800 per participant and includes all course materials and two lunches. Cancellations after April 18, 2008 will be assessed a \$500 cancellation fee.

### **Scholarships**

Fifteen \$300 IIB-CIBER scholarships are available to eligible faculty on a first-come-first-serve basis.

### **Transportation**

The UCD campus is located in the downtown Denver area, 35-50 minutes from the airport. Taxi and shuttle services are available for transportation between the airport and hotel.

### **To Apply**

Please complete the attached application and mail or fax to:

University of Colorado Denver  
Institute for International Business  
ATTN: Dr. Manuel Serapio  
P.O. 173364, Campus Box 195  
Denver, CO 80217-3364  
Phone: 303-556-5832  
Fax: 303-556-6276  
Email: manuel.serapio@cudenver.edu

Acceptance into this limited enrollment program will be based on the date the application is received. All applications must be received no later than **April 4, 2008**.

# FDIE 2008 Program Application

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Please print clearly:

Name Title/Position

Institution

Discipline/Department

Address

City State Zip Code

Telephone Fax

E-mail address

Please list any health or diet restrictions or limitations.

Please check the box if you would like further information about the IIB/CIBER Scholarship.

Please check the box if you would like information on other faculty development programs offered by UCDHSC's CIBER/IIB (Western Regional CIBER Conference and China Faculty Development Program).

Acceptance into this limited enrollment program will be based on the date the application is received. All applications must be received no later than **April 4, 2008**. Cancellations after April 18, 2008 will be assessed a \$500 cancellation fee.

**Return this completed form to:**

**Dr. Manuel Serapio**

**University of Colorado at Denver and Health Sciences Center**

**Institute for International Business**

**Campus Box 195**

**P.O. Box 173364**

**Denver, CO 80217-3364**

**Email: manuel.serapio@cudenver.edu**

**Phone: 303-556-4738**

**Fax: 303-556-6276**