



PhD in Entrepreneurship and innovation

Cross-Cultural Entrepreneurship & Innovation



Academic Year	2020/2021
Title	Cross-Cultural Entrepreneurship & Innovation
Credits	5
Level	Phd Course
Scientific-Field	SECS-P/08
Semester	II semester
Year	1
Professor	Chiara Cannavale chiara.cannavale@uniparthenope.it
Venue	Università degli Studi di Napoli Parthenope

SYLLABUS

Course topics

The course aims to develop students' cultural skills. In a global scenario, in which internationalization is an obligatory path to business success, research is needed to identify the effects that different values have on entrepreneurial spirit and on the propensity to innovate. This knowledge is useful both to identify potential markets in culturally distant contexts and to understand the possible barriers to innovation and business change.

Aims

The course aims to:

- allow students to develop a comprehensive knowledge of the main theoretical contributions in the field of cross cultural management
- allow students to consciously place research within the different research approaches on the topic
- develop critical discussion skills in students in terms of both theoretical conceptualization and research methodology
- allow students to analyse the scientific literature on the topic for their research objectives.

Teaching Materials

The course is based on articles in international scientific journals that will be made available through electronic sharing systems

In itinere evaluation

Students are asked to read the assigned teaching material before lessons and prepare short comments to be discussed during the classes, also with the help of video projection systems.

Final Test

The final exam will be written and will consist of a short essay, there may be an oral interview



Teaching methods

Classes will be held alternating between a few short lectures, group discussions, argumentative debates, flipped classroom. Participation in each class requires the prior reading of the teaching material recommended and transmitted from time to time

Language

Italian and English