

BUILDING THE BORN GLOBAL FIRM CHALLENGE

2-6. SEPTEMBER. 2024

SAP OVERVIEW

Reaching, serving, and retaining customers globally and building a global brand and market presence is a demanding task for any firm. For new ventures that internationalise early and rapidly, i.e. born globals, this is exceptionally demanding because the challenges of foundation are exacerbated by operating in a dynamic international environment. This programme addresses the issues specific to international venturing of startups. What are the characteristics, resources, and strategies of successful international new ventures and their entrepreneurial teams? What are the viable and sustainable strategies of international expansion for international new ventures? How can international and agile marketing in particular help to explore and to exploit the opportunities (and avoid the threats) of internationalisation?

LEARNING OUTCOMES

After the programme, you should be able to:

- Understand the challenges and opportunities associated with early and fast international expansion.
- Find viable and sustainable routes to the international market and to long-term growth (e.g. design of business models; selection of markets and/or customer segments; international entrepreneurial marketing strategies).
- Foresee and confront challenges of developing a business concept in geographically dispersed, international teams.

+INFO: www.run-eu.eu

Organised by: FHV
TUS

DATE From **2 to 6 September 2024**

Face-to-Face Week: FHV, Dornbirn, Austria 2-6 September

MODE OF DELIVERY In-person

LANGUAGE OF INSTRUCTION English

ECTS CREDIT 1

ACADEMIC RECOGNITION

To be defined by each Home Institution. Generally, most students will have this SAP certified in their Diploma Supplement, as a minimal condition.

ELIGIBLE PARTICIPANTS

All RUN-EU students.

Priority is given to the members of Student Councils in each RUN-EU member universities.

HOW TO APPLY

Fill in the application form (**QR or website**)



DEADLINE FOR APPLICATIONS

1 April 2024

CONTACT DETAILS

Birgit Hagen (FHV), birgit.hagen@fhv.at

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SELECTION CRITERIA

Motivation, balanced participation of RUN-EU member institutions. We will look for a diverse group of students (along study programmes, nationality, gender etc.). The total number of students to be selected is 25.

LEARNING AND TEACHING STRATEGY

Learner-centred teaching, collaborative methods. Activities: Hackathon (project work in diverse teams, coached), serious games, presentations, a few introductory sessions.

PREREQUISITES

Some basic knowledge of international business and/or marketing is of advantage.

COURSES LEADERS | LECTURERS

Courses leader

Birgit Hagen (FHV)

Lecturers

Gillian Barry (TUS)

Derek Blackweir (TUS)

Simona Amerio (University of Pavia)

Margherita Milotta (University of Pavia)

Giuseppe Pirrone (University of Pavia)

Robert Lipsky (Hilti Liechtenstein)

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

The lump sums will be announced later within the RUN-EU 2.0 framework.

MEANS AND CRITERIA FOR ASSESSMENT

Active participation, final presentation & discussion.

CERTIFICATION

The participants who successfully complete this RUN-EU SAP will receive a Certificate of Participation and a Transcript of Records jointly issued by the organising institutions.

SHORT
ADVANCED
PROGRAMME

BUILDING THE BORN GLOBAL FIRM CHALLENGE

2-6. SEPTEMBER. 2024

PROGRAMME AT A GLANCE

+INFO: www.run-eu.eu

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 2/09	WEL-COME	OPENING	ICE-BREAKER	LUNCH BREAK	SERIOUS GAME	BORN GLOBALS I		SOCIAL PROGRAMME			
TUESDAY 3/09	BORN GLOBALS II			LUNCH BREAK	LEGO SERIOUS GAME	STUDENT COUNCIL MEETING		CAMPUS TOUR			
WEDNESDAY 4/09	INTERNATIONAL BUSINESS MODELS			LUNCH BREAK	HACKATHON PART I		MEET THE REGION				
THURSDAY 5/09	HACKATHON PART II			LUNCH BREAK	HACKATHON PART III		OVERALL QUALITY ASSESSMENT	POSTER SESSION			
FRIDAY 6/09	GENERAL ASSEMBLY			SOCIAL PROGRAMME							

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2 SEPTEMBER

MONDAY 9H00-19H00 - FHV

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
MONDAY 2/09	WEL- COME	OPE- NING	ICE- BREAKER	LUNCH BREAK	SERIOUS GAME	BORN GLOBALS I		SOCIAL PROGRAMME			

Welcome

- 🕒 9h00-9h45
- 👥 Get-together
- 👤 All lecturers

📄 Get-together of all 5 Challenge SAPs and Welcome.

Serious Game

- 🕒 13h00-15h00
- 👥 Group Work
- 👤 All lecturers

📄 In small rotating groups, students play a board game. By playing the game, they experience culture. In a subsequent reflection session, students look into their understanding of culture and behavior respectively.

Opening

- 🕒 10h00-10h30
- 👥 Group Work
- 👤 All lecturers

📄 Introduction to the course: Students receive information on the programme, the tasks and assignments. Expectations from SAP. Q & A regarding the SAP. Students get to know the tutor team.

Intro Born Globals I

- 🕒 15h00-17h00
- 👤 Individual
- 👤 Birgit Hagen (FHV)

📄 In this introductory session, students learn what born global firms are, why these firms are key to economic and societal development in their economies, and who are the founders and relevant stakeholders.

Icebreaker

- 🕒 10h30-11h30
- 👥 Group Work
- 👤 All lecturers

📄 Students (in small mixed-nationality groups) get to know each other and, at the same time, explore cultural differences and similarities.

Social Programme

- 🕒 17h00-19h00
- 👥 Social Activity (tba)

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3 SEPTEMBER

TUESDAY 9H00-17H30 · FHV

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
GMT+1	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00
GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
TUESDAY 3/09	BORN GLOBALS II		LUNCH BREAK	LEGO SERIOUS GAME			STUDENT COUNCIL MEETING		CAMPUS TOUR		

Intro Born Globals II

- 🕒 9h00-11h30
- 👤 Individual
- 👤 Birgit Hagen (FHV)

📄 In this session - 'Ingredients cont'd' - students look into the internationalisation playbook (i.e. strategy, business model, marketing decisions) to understand how globally viable strategies, business models and marketing are designed and maintained. Case examples help to better understand the topics and foster discussion.

Lego Serious Game

- 🕒 13h00-15h45
- 👤 Group Work
- 👤 All lecturers

📄 Students, in mixed-nationality teams, play Lego 'seriously' to approach an entrepreneurial challenge. They get a set of Lego bricks and (changing) rules of the game to simulate a dynamically changing global environment. A reflection session concludes the game.

Student Council Meeting / Campus Tour

- 🕒 16h00-17h30
- 👤 Meeting & Tour
- 👤 tba

📄 Representatives of the RUN-EU Student Councils will participate in their annual council meeting to discuss the activities implemented, review the progress of RUN-EU 2.0 and provide recommendations on future activities. For students, who are not Student Council representatives, campus tours will be offered.

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4 SEPTEMBER

WEDNESDAY 9H00-18H00 - FHV

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
WEDNESDAY 4/09	INTERNATIONAL BUSINESS MODELS			LUNCH BREAK	HACKATHON PART I			MEET THE REGION			

International Business Models (navigator)

🕒 9h00-11h30

👥 Group Work

👤 Simona Amerio (University of Pavia)
Margherita Milotta (University of Pavia)
Giuseppe Pirrone (University of Pavia)

📄 Students build 'hackathon teams' and decide on their teams' business idea. With the help of the business model navigator, and guided by the tutor team, students develop their teams' internationally viable business model.

Hackathon Part I

🕒 13h00-15h45

👥 Group Work

👤 All lecturers

📄 In teams, students continue to build their born global firm. International markets and/or segments are assessed to understand the potential and viability of market entry. The business model is further refined.

Meet the Region

🕒 16h00-18h00

👥 Networking Event

👤 tba

📄 Meet the Region offers a platform to get to know regional stakeholders and to gain insight into what makes the region of Vorarlberg special.

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5 SEPTEMBER

THURSDAY 9H00-19H00 · FHV

GMT+2	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00	19h00	20h00
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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
THURSDAY 5/09	HACKATHON PART II			LUNCH BREAK	HACKATHON PART III			OVERALL QUALITY ASSESS- MENT	POSTER SESSION		

Hackathon Part II

🕒 9h00-11h30

- 👥 Group work
- 👤 All lecturers

📄 In teams, students continue to build their born global firm. Students decide on market entry and design the route-to-market. Potentially, pivoting will be discussed.

Hackathon Part III

🕒 13h00-16h00

- 👥 Group Work & Presentation
- 👤 All lecturers
- Born global firm entrepreneurs (tbc)

📄 The teams finalise the route-to-market, and prepare a pitch. The teams pitch to a jury of 'investors' and born global firm entrepreneurs. Q & A and feedback from the jury concludes the session.

Poster Session

🕒 17h00-19h00

- 👥 Presentation
- 👤 Students

📄 Students present their work (highlights of the week, key learnings, results of final presentation) on poster.

SHORT
ADVANCED
PROGRAMME

RUN REGIONAL
UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY

BUILDING THE BORN GLOBAL FIRM CHALLENGE

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6 SEPTEMBER

FRIDAY 9H00-12H00 - FHV

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GMT	8h00	9h00	10h00	11h00	12h00	13h00	14h00	15h00	16h00	17h00	18h00
FRIDAY 6/09	GENERAL ASSEMBLY SOCIAL PROGRAMME										

General Assembly / Social Programme

🕒 9h00-12h00

🗺️ Social Activity

👤 tba

📄 Participants who are not participating in the General Assembly can join in some optional Social Activity to explore the local culture, attractions, and nature.



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