CREDITS: 3

PREREQUISITES: None.

FOR WHOM PLANNED: This course is designed for students interested in starting, joining, or holding stakes in international ventures. It examines the creation and management of business ventures that have international dimensions and provides insights into economic and formal/informal institutions affecting entrepreneurship.

COURSE DESCRIPTION: Business ventures are becoming increasingly global. For a venture, opportunities, resources, uncertainties, and customers thus can come from anywhere in the world. In a related sense, countries characterized by economic, social, and political environments that are conducive to entrepreneurship tend to grow and develop faster.

This course examines: (a) How entrepreneurs create and manage business ventures that have international dimensions; and (b) How economic factors, physical factors, trade factors, and formal and informal institutions affect entrepreneurship.

This course is multidisciplinary in nature and scope and provides broad global perspectives on cultures, nations, and sub-nationalities in the industrialized and developing world from the standpoint of entrepreneurship. This course also examines how cultural, social, political, economic, and historical changes taking place in the world, especially in the economies in transition, affect entrepreneurial development. It places a special emphasis on inter-connections between regions through such mechanisms as global flow of goods, services, labor, capitals, technology and people; and the roles of supra-national institutions (e.g., the WTO, World Bank, International Monetary Funds, etc.). Case analyses draw on concepts, skills, and insights from such disciplines as marketing, operations, finance, control, decision-making, leadership, ethics, governance, and negotiation.
The course will be organized around three major sections: (1) International Entrepreneurship: Drivers, performance, and impact, (2) Entrepreneurship in economies with diverse economic and institutional conditions, and (3) Cases related to international entrepreneurship.


STUDENT LEARNING OUTCOMES:
At the completion of the course, the students will be able to:

- **Identify** opportunities in international business venture.
- **Evaluate** the obstacles and challenges in international business ventures.
- **Analyze** the attractiveness of international business ventures.
- **Apply** the tools and concepts learnt in the course to identify, evaluate, start, and manage international ventures.
- **Assess** economic and institutional factors affecting entrepreneurship in an economy.
- **Demonstrate** an understanding of the interconnectedness among regions of the world in such aspects as colonial and neocolonial relationships, human rights, discourses of justice, cultural, and aesthetic developments, technology, ecology, or epistemology.
- **Locate, interpret, and evaluate** information on diverse global culture from the entrepreneurial angle.
- **Demonstrate** sensitivity to cultural differences on a global scale from the perspective of entrepreneurship.

TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:

FORMAT:
This online course requires you to participate in online discussion, exams, assignments, and case analyses. A tentative outline of activities is provided in this syllabus.

Operations at various stages of the entrepreneurial process will be examined in a range of countries across five continents.

Topics covered include:
- International entrepreneurship and international business.
- Environmental and contextual sources of global variation in entrepreneurial activities.
- Global entrepreneurship strategy
- Global business plan
- Business opportunities for global entrepreneurship
- Exporting
- Global economics and finance
• Cross-cultural customs and communication styles
• A competence-based system for international entrepreneurship, education, and development
• Global franchising and other forms of entrepreneurship
• Alternative modes of entry for entrepreneurial firms
• The state of entrepreneurship in Eastern Europe
• Latin America
• China
• Direct selling worldwide

Evaluation and Grading Policy:
Blackboard is an important component of this course. You are expected to login regularly, complete and submit assignments, participate in discussions, and take exams. Please, refer to the due dates in the calendar section of this syllabus.

Exam 1 (250 points)
Exam 2 (250 points)
Exam 3 (250 points)
Details about the exams will be available on the Blackboard. Please, inform the instructor as soon as possible if you have a technical problem in completing an exam on the Blackboard.

Case Analysis 1 (75 points)
World Trade Point Federation: Bringing E-Commerce Capabilities to Developing Nations (2-3 pages, double spaced)

Case Analysis 2 (75 points)
The NASSCOM Effect on Entrepreneurship in the Indian Offshoring Industry (2-3 pages, double spaced)

Discussion 1 (25 points)
Answer the question: “What changes have taken place in world markets in the last twenty years that make it easier for domestic entrepreneurs to spot opportunities in foreign markets?” (1/2 page)

Discussion 2 (25 points)
Answer the question: “How might an international business plan differ from one done for a similar domestic firm?” (1/2 page)

Discussion 3 (25 points)
Select one cultural dimension of Hofstede and compare that in the US versus another country (e.g. Individualism versus collectivism in the US versus in another country) (1/2 page)
Discussion 4 (25 points)
Explain Toyota’s modes of foreign entry and provide your own insights on what might have gone wrong during the rapid global expansion that resulted in quality problems (Internet news search first) (1/2 page)

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<thead>
<tr>
<th>Grade</th>
<th>Minimum Score</th>
<th>Maximum Score</th>
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<tbody>
<tr>
<td>A+</td>
<td>960 – 1000</td>
<td>710 – 749</td>
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<tr>
<td>A</td>
<td>930 - 959</td>
<td>670 – 709</td>
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<tr>
<td>A-</td>
<td>870 – 929</td>
<td>630 – 669</td>
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<tr>
<td>B+</td>
<td>830 – 869</td>
<td>590 – 629</td>
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<td>B</td>
<td>790 – 829</td>
<td>550 – 589</td>
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<tr>
<td>B-</td>
<td>750 – 789</td>
<td>0 – 549</td>
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Academic Integrity Policy
Students are expected to know and abide by the Honor Code in all matters pertaining to this course. Violations of this code will be pursued in accordance with the code. The link to UNCG’s academic integrity policy is: [http://academicintegrity.uncg.edu/complete/](http://academicintegrity.uncg.edu/complete/)

Faculty and Student Guidelines
Please familiarize yourself with the Bryan School’s Faculty and Student Guidelines. These guidelines establish principles and expectations for the administration, faculty, staff, and students of the Bryan School of Business and Economics. The link for this document is: [http://www.uncg.edu/mba/faculty_student_guidelines.pdf](http://www.uncg.edu/mba/faculty_student_guidelines.pdf)

Attendance Policy
**Face-to-face classes:** Participation points are given to each class for attendance. To earn these points, you must be in attendance when role is taken and stay for the entire class period.

**Online classes:** You are expected to login regularly, complete and submit assignments, and participate in discussions. Please refer to above Evaluation and Grading Policy section for details.

Late Work Penalty
Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis. If an exception is granted, there will be a 25% point subtraction for each day the assignment is handed in (submitted online for online course) late.

Religious Observances
1. The University allows for a limited number of excused absences each academic year for religious observances required by the faith of the student.
2. Students must notify the instructor of absences two weeks in advance of the date of the religious observance. Also, it is required that the nature of the religious observance is
specified and the student's participation be confirmed in writing by an official of the religious organization.

3. When appropriate notice is given above as specified under point two above, the student will be granted at least two excused absences under this policy and will be allowed to make up work and tests missed due to these particular absences. With regard to any test or other assignment that a student would miss due to notice of a required religious observance, the student is required to complete the test or assignment in advance of the originally scheduled date of the test or assignment. Beyond the minimum terms and limits of this policy, the instructor maintains authority to establish and enforce the attendance policy for this course.

4. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

### Calendar*

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>TEXT</th>
<th>DUE</th>
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<tbody>
<tr>
<td>Week of January 14</td>
<td>International Entrepreneurship and International Business</td>
<td>Ch. 1</td>
<td>. Read Ch. 1 . Submit Discussion 1 to Blackboard Assignments by January 21, 11pm</td>
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<tr>
<td>Week of January 21</td>
<td>Environmental and Contextual Sources of Global Variation in Entrepreneurial Activities</td>
<td>Ch. 2</td>
<td>. Read Ch. 2 . Submit Case 1 to Blackboard Assignments by January 28, 11pm</td>
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<tr>
<td>Week of January 28</td>
<td>Global Entrepreneurship Strategy</td>
<td>Ch. 3</td>
<td>. Read Ch. 3</td>
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<tr>
<td>Week of February 4</td>
<td>Global Business Plan</td>
<td>Ch. 4</td>
<td>. Read Ch. 4 . Submit Discussion 2 to Blackboard Assignments by February 11, 11pm</td>
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<td>Week of February 11</td>
<td>Business Opportunities for Global Entrepreneurship</td>
<td>Ch. 5</td>
<td>. Read Ch. 5</td>
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<tr>
<td>Week of February 18</td>
<td>Exam 1</td>
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<td>. Read Ch. 6 . Submit Case 2 to Blackboard Assignments by March 4, 11pm</td>
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<tr>
<td>Week of February 25</td>
<td>Exporting</td>
<td>Ch. 6</td>
<td>. Read Ch. 7</td>
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<tr>
<td>Week of March 4</td>
<td>Global Economics and Finance</td>
<td>Ch. 7</td>
<td>. Read Ch. 7</td>
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<tr>
<td>Week of</td>
<td>Spring Break</td>
<td>Enjoy Spring Break!</td>
<td>Classes resume</td>
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<td>March 11</td>
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<td>March 18</td>
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<td>Week of March 18</td>
<td>Cross-cultural Customs and Communication Styles</td>
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<td>Week of March 25</td>
<td>A Competency-Based System for Global Entrepreneurship, Education, and Development</td>
<td>Ch. 9</td>
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<td>Week of April 1</td>
<td>Global Franchising</td>
<td>Ch. 10</td>
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<td>Week of April 8</td>
<td>Exam 2</td>
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<td>Week of April 15</td>
<td>Alternative Modes of Entry</td>
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<td>Week of April 22</td>
<td>Entrepreneurship in Eastern Europe &amp; Latin America</td>
<td>Ch. 12 &amp; 13</td>
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<td>Week of April 29</td>
<td>Entrepreneurship in China</td>
<td>Ch. 14</td>
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<tr>
<td>Week of May 6</td>
<td>Exam 3</td>
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*The calendar is subject to change as the semester progresses to accommodate instructional and/or student needs.*

You can also elevate your total points by earning **optional extra credit points** for participation at NCEC and/or Spartan Trader events to be announced if any (Please, refer to information at Blackboard Course Documents, Announcements, and Assignments sections)!