

**The University of North Carolina at Greensboro**  
**Joseph M. Bryan School of Business and Economics**  
**ENT/BUS 130-01:**  
**Entrepreneurship in a Sustainable Global Environment**  
**Spring 2014 Course Syllabus**  
**W 6:00-8:50pm, Room 112 Bryan School of Business**

**Course Coordinator:** Dianne HB Welsh, Ph.D.      **Email:** dhwelsh@uncg.edu  
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**Office Hours:** After class and by appointment  
**Credits:** 3  
**PREREQUISITES/COREQUISITES:** None

**THE PLAN:** Our Course will utilize an analytic framework for considering and solving problems of entrepreneurship and sustainability worldwide that will encourage critical thinking and better prepare students for higher level college coursework. We are partnering with ENG 103 as part of the learning community on sustainable entrepreneurship; this course emphasizes written and oral skills needed for success in work settings. Several assignments, activities, and site visits coordinate with ENT 130 as part of the learning community curricular integration.

**CATALOG DESCRIPTION:** Entrepreneurship is examined in relation to the global forces restructuring the world economy that call for sustainability and innovation in the changing new world beyond the 21<sup>st</sup> Century.

**REQUIRED TEXT:**

The book is available online, click the link below to FlatWorldKnowledge.com

1. Larson, A. (2011). *Sustainability, innovation, and entrepreneurship*. Saint Louis, MO: Flat World Knowledge.  
Website: <http://www.flatworldknowledge.com/pub/sustainability-innovation-and-/83864#web-83864>  
ISBN 13: 978-0-982618-9-4      ISBN 13 Color: 978-1-936126-27-9
2. The New York Times, subscription provided through the Entrepreneurship LLC
3. Articles included on the Calendar. Simply click the link on the calendar and you will be directed to the online article.

**TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:** The teaching methods include lectures, group discussions/activities, and site visits.

**Student Learning Objectives:**

1. Define entrepreneurship, sustainability, and innovation and recognize the relationship between the three.
2. Evaluate the difference between entrepreneurship and sustainability, sustainable entrepreneurship, and green entrepreneurship.
3. Determine the global forces restructuring the world economy and how this affects opportunities for entrepreneurial ventures.
4. Assess the interrelationship between individuals, businesses, and nations in determining global entrepreneurial competitiveness.
5. Evaluate the cultural influences on sustainable entrepreneurship.
6. Evaluate the public policy implications of entrepreneurship, innovation, and sustainability.
7. Evaluate your own entrepreneurial and innovative abilities in a sustainable environment.

## **OUTLINE: ENTREPRENEURSHIP IN A SUSTAINABLE GLOBAL ENVIRONMENT**

### ***Part I: Understanding Entrepreneurship, Sustainability and Innovation: Core Concepts, Frameworks and Contexts***

#### **Topic 1: Introduction to Sustainable Entrepreneurship**

What is Sustainable Entrepreneurship? What is Green Entrepreneurship? What is Innovation? How are these related?

What is the difference between sustainability and entrepreneurship and sustainable entrepreneurship?

Why should we be interested in the relationship between entrepreneurship, sustainability, and innovation?

#### **Topic 2: Global Forces Restructuring the World Economy**

Is there different forces working here in the United States than abroad? What parts of the globe are affected differently and how are they affected? What global forces are having an impact on us here in Greensboro? What is the impact on UNCG? Have any of these forces had a direct impact on you and your family?

#### **Topic 3: Definitions of Sustainability**

How long is the learning curve on a sustainable business practice? What determines the time frame?

#### **Topic 4: A Comparison of Entrepreneurship, Sustainability, Corporate Social Responsibility**

Creating shared value for business and society is considered a strategic sustainable business practice.

How does sustainability and entrepreneurship draw from and differ from social entrepreneurship?

#### **Topic 5: The Science of Sustainability**

What is the Science Underlying Sustainability?

Ecological analysis is the current state of ecology. What issues does ecology pertain to? What we know and don't know about global climate change. How does it affect the competitive landscape-risks and opportunities?

What are the scientific arguments for and against the human/business impact on global climate? The entrepreneur is part of the world movement toward sustainable development-meeting the needs of the current generation without compromising the needs of future generations.

### ***Part II: Understanding Ideas to Opportunities to Action: Innovative, Sustainable Entrepreneurial Ventures***

#### **Topic 6: Global Forces and Entrepreneurial Ventures**

What affect has these global forces had on ideas to opportunities to entrepreneurial ventures? In other words, do we have different ideas than before that we determine as feasible opportunities? How are these entrepreneurial ventures different in light of Sustainable Entrepreneurship? Green Entrepreneurship? Innovation? Identify some ideas that may be determined to be feasible opportunities and examples of entrepreneurial ventures that relate to sustainability efforts.

#### **Topic 7: Creating a Competitive Advantage for an Entrepreneurial Venture**

How do you create a competitive advantage for an entrepreneurial venture?

Does innovation play a part in creating opportunities? What opportunities do you see from sustainability?

How do sustainability issues, such as climate change, affect your entrepreneurial venture?

How do you improve your entrepreneurial ventures climate competitiveness in a local, national and international market? What steps do you need to take? What are the potential cost drivers and revenue drivers from climate change, for example? How will this affect profitability?

#### **Topic 8: Interrelationship between Individuals, Businesses, and Nations**

How does the interrelationship between individuals, businesses, and nations

determine global entrepreneurial competitiveness? Do alliances matter? Explain. Does regionalism make a difference?

### **Topic 9: Cultural Influences on Sustainability**

What are the cultural influences on sustainability? Because cultural factors highly influence both sustainability and entrepreneurship, the global impact of sustainability entrepreneurship may depend on its adaptability to a variety of cultures. What factors influence entrepreneurs in entering new international markets?

### **Topic 10: Public Policy Implications of Entrepreneurship, Innovation, and Sustainability**

What are the public policy implications of entrepreneurship, innovation, and sustainability? What recent changes in public policy have occurred? How does public policy in other countries affect business abroad? What international policy trends are directly focused on sustainability and what opportunities exist for entrepreneurs?

### **EXAMS:**

Two exams will be given during this course. The exams will be based on readings, class discussions and field trips. The two exams WILL NOT be comprehensive. The two exams will make up 150 points each (15% each). Study guides will be provided for each exam. Question formats may include multiple-choice, matching, short answer, and/or essay. See the Calendar for more detailed information on the exam and dates. If a student misses an exam, they will receive a zero, NO EXCUSES.

### **REQUIRED ENTREPRENEURIAL PROPENSITY SCALE:**

Please take the Entrepreneurial Propensity survey. Here's the link:  
[https://uncg.qualtrics.com/SE/?SID=SV\\_cO3o3IOra7jvBNX](https://uncg.qualtrics.com/SE/?SID=SV_cO3o3IOra7jvBNX)

Please take the survey (10-15 min.) at the start of the semester before the class starts preferably but no later than the first week of class, and during the last week of class. If requested, I can give you your individual scores to see if your propensity to be an entrepreneur has gone up. If you are taking this for more than one class, be sure to check all the classes you are in so you don't have to take it more than once at the beginning and end of the semester. You MUST put your name on the survey to get the points so I can record you did it. There is no right or wrong answers. It is worth 5 total points IF you take both the surveys.

### **CURRENT EVENTS / SUSTAINABLE BUSINESS PAPER AND PRESENTATION:**

Each student will be required to write and present a current events or sustainable business paper to the class. The global business environment is constantly changing with new technologies, problems and opportunities developing every day. The current event must be an article less than two years old from a reputable source and must focus on sustainability, entrepreneurship or another relevant topic covered in the course. **Students are not to summarize the article in their paper**, but discuss the impact the topic has to the local, national or global business and entrepreneurial environment. If you choose a business, the business must be an active business that embraces the triple bottom line and sustainable practices. You are to thoroughly summarize their business model and explain in detail the sustainable aspects of the business. You should get interviews or visit the business if possible. The goal of the project is for you to connect and apply the concepts learned in class to the actual business environment. Students are encouraged to share ideas and inspiration gained from reading the article. Students will be graded on their ability to connect these concepts.

Papers are to be 1-page (around 350 words), 1.5-spaced, 12-point, Times New Roman, 1-inch margins, add space after paragraph, include a one-line **bold** title (title of article) at top, and one line including your Name/Course/Section/Date below title. A printed copy of the article should also be attached. **No two students can do the same article or business.**

Each student will present their topic to the class in a 6-8 minute presentation. The student will spend 1-2 minutes summarizing the article, 3-4 minutes discussing their paper, and 1-2 minutes of questions and answers from the class. Students are encouraged to use visual aids which could include a Prezi, PowerPoint, YouTube video, etc.

Current events presentations will be on the February 19. The paper is due by NOON on February 19, the day the student presents. Current events make up 100 points (10%) of the final grade, 50 points (5%) for the paper and 50 points (5%) for the presentation. **If a student misses their assigned presentation date or is unprepared without paper or presentation, they will receive a zero, NO EXCUSES.**

### **SPARTN TRADER EXPERIENTIAL LEARNING:**

One of the biggest advantages students in the ENT LLC have is the opportunity to work in the Spartan Trader Retail Store. Through this course, you will be provided that opportunity. Students are **required to work 5 hours throughout the semester in the Spartan Trader**. The Spartan Trader is a retail store that sells student, faculty and staff products on consignment. The ST is built around experiential learning where students can truly get their feet wet working in an entrepreneurial venture. Tasks could be anything from creating and distributing promotional material for the store to decorating the store to working events held at the store. These hours will count 5% or 50 points of your final grade.

### **GROUP PROJECT:**

Students will participate in a group project, connecting entrepreneurship in a sustainable global environment to an actual issue on campus. The project will be in conjunction with the project in ENG 103 and both professors will assist in the evaluation and grading.

Students will be divided into groups of 4-5 people and work on one of five projects. The five projects will look at different sustainable problems across UNCG's campus and focus on creating solutions for those problems. Students will thoroughly examine the problem and its various parts, research possible opportunities and solutions, develop a strategy to carry out a solution for this problem. The project will include a written paper, accompanying examples and presentation to the class.

The paper must be at least 5-pages in length, 1.5-spaced, 12-point, Times New Roman, 3 "Appendices", "Works Cited" page including sources (does not count as one of the 5-pages), have page numbers, "Table of Contents", "Executive Summary" and "Title Page" including ProjectTopic/StudentNames/Group Number/Course/Date (does count as one of the 5-pages). The paper will include all the research completed by the group, detailed explanation of the recommendations for the topic, and an executive summary briefly outlining the recommendations. Students must include at least 3 Appendices, which are the examples described under each topic. These could include brochures, sketches and designs, posters, etc. These do not have to be on normal paper, they can be anything, but they must be included with the final submission. For more information and writing resources, visit the UNCG Writing Center: <http://www.uncg.edu/eng/writingcenter/> **The Paper will be due April 23.**

Students will be required to submit a **Progress Report on March 26.**

Groups must use at least 10 sources for research in the paper. These sources can include books, articles, websites, interviews, or any other reputable source of information. WIKIPEDIA DOES NOT COUNT AS A REPUTABLE SOURCE. Dictionary, thesaurus are not sources either. Sources must be cited in APA format on the "Works Cited" page, as well as within the text. DO NOT PLAGARIZE. Refer to the Purdue Owl APA resource page for citation format information located at the following website: <http://owl.english.purdue.edu/owl/resource/560/01/>

**Each group is to submit their Final Copy of the group project paper on Wednesday April 23 – submission for ENT 130 will be electronically to [tjshalek@uncg.edu](mailto:tjshalek@uncg.edu) . All groups submit their paper on this date.**

**Presentations will be on April 23.** Each group will present for **12-15 minutes** on their topic, followed by 5 minutes of question and answer from the class. Every group member must present. Students are to avoid going over or under 12 minutes and avoid going over 15 minutes. The presentation should include purpose, audience, use of facts, arrangement in reasoning, research and your created examples. Visual aids are **REQUIRED** to have a successful presentation. This could include a Prezi, PowerPoint, Video, etc. Business casual dress is required for the presentation. See ENT 103 syllabus for further information. For more information and speaking resources, visit the UNCG Speaking Center: <http://speakingcenter.uncg.edu/> Presentations will be taped and reviewed for the benefit of the students.

**Each group is required to visit the Speaking Center or the Writing Center at UNCG to review your project or presentation.** These are valuable assets and will do nothing but positively affect your grade.

The group project will make up 350 points or 35% of the final grade. The paper will account for 158 points (45%), the presentation will account for 105 points (30%), and peer evaluations will account for 87 points (25%) of the 350 total points for the project. **The paper will be graded on how thoroughly the group researched their specific topic, how well the group incorporated topics learned and discussed in class, quality of the group's recommendations, grammar and language.** Both the project and presentation will be graded by both professors. Peer evaluations will be completed anonymously by each group member upon completion of the presentation and determine how well each student completed their specific part of the project and the group project as a whole.

**GRADING:**

<u>Assignment</u>	<u>Percentage</u>	<u>Points</u>
Exam I	15%	150
Exam II	15%	150
Entrepreneurial Propensity Survey – Survey is completed 2 times - At Start of class & then again at completion of class before final Group Presentation.	5%	50
Group Project	35%	350
Current Events	10%	100
Attendance & Participation	15%	150
Spartan Trader	5%	50
<b>Total</b>	<b>100%</b>	<b>1000</b>

**EVALUATION AND GRADING POLICY:**

<b>A+</b>	99%-100%	<b>C</b>	73% - 76%
<b>A</b>	93%-98%	<b>C-</b>	70% - 72%
<b>A-</b>	90% - 92%	<b>D+</b>	67% - 69%
<b>B+</b>	87% - 89%	<b>D</b>	63% - 66%
<b>B</b>	83 - 86%	<b>D-</b>	60% - 62%
<b>B-</b>	80% - 82%	<b>F</b>	<60%
<b>C+</b>	77% - 79%		

## **PARTICIPATION AND ATTENDANCE POLICY:**

Participation is required for this course and makes up 150 points (15%) of your final grade. Participation points are given to each class not only for attendance, but contributing to the class that day. To earn these points, you must be in attendance when role is taken and contribute the class discussion. **Class starts at 6:00pm. Any students not in their seats and ready to get started at 6:00pm will be counted absent, NO EXCUSES. There are no excused absences unless approved by the lecturer ahead of time.** If a student will be late for class, they are expected to let the lecturer know ahead of time. Students who miss class are expected to get the notes from missed lectures from their classmates, and to request missed class handouts from the instructor. Points are at lecturer's discretion based on attendance and high quality, well-read, knowledgeable comments and questions consistently during classes. The professor will keep track of this during each class period. Students with perfect attendance can earn bonus points to improve final grade.

## **LATE WORK & MISSED ASSIGNMENTS:**

**No Late work will be accepted. NO EXCUSES.** If a deadline is missed, the student will receive a zero on the assignment unless prior notification is given to the lecturer. These will be handled on a subjective case by case basis. No excuses or credit will be given after the due date of an assignment.

## **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 instructors of absences in advance of the date of the religious observance. Instructors have authority to specify, via written notice to students, the amount of lead time required and may require that the nature of the religious observance be specified and the student's participation be confirmed in writing by an official of the religious organization.
3. When appropriate notice is provided by a student, the student must be granted at least two excused absences under this policy and must be allowed to make up or waive 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, faculty members may require the student 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, instructors maintain authority to establish and enforce the attendance policy for the courses they are teaching.
4. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

## **ACADEMIC INTEGRITY POLICY:**

### **Expectations of Students**

Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. The link to the complete description of the Academic Integrity Policy is <http://academicintegrity.uncg.edu/complete/> The Bryan School has additional expectations and guidelines for students to follow which can be found at [http://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).

### **Expectations of Faculty**

The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at [http://provost.uncg.edu/faculty/h\\_section4.asp](http://provost.uncg.edu/faculty/h_section4.asp) In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at [http://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).

# Calendar

-subject to change

DATE	Topic 1	Topic 2	HOMEWORK DUE
January 15	<b>Syllabus Review &amp; Syllabus Quiz</b>  <b>Topic 1:</b> Introduction to Sustainable Entrepreneurship  <b>Topic 2:</b> Global Forces Restructuring the World Economy	Class Introduction	Review Syllabus Before Class and be ready for a Syllabus Quiz  <u>Articles:</u> <i>Sustainable Entrepreneurship</i> By: Oscar Motomura  <a href="http://www.globalpost.com/dispatch/news/regions/americas/mexico/130729/mexico-economy-informal-labor-market-tax-revenue">http://www.globalpost.com/dispatch/news/regions/americas/mexico/130729/mexico-economy-informal-labor-market-tax-revenue</a>  <u>Larson:</u> Ch. 1 (only Sec. 1 on Env Issues)  <u>Larson:</u> Ch. 2, Ch. 5 (only Sec. 1 on Climate Change)
January 22	<b>Topic 3:</b> Definition of Sustainability		<u>Larson:</u> Ch. 1 (only sec. 2 & 3)  Article: <a href="#">1 in 5 UK shops to disappear by 2018</a>
January 29	<b>Topic 4: A</b> Comparison of Entrepreneurship, Sustainability, Corporate Social Responsibility		<u>Articles:</u> <ul style="list-style-type: none"> <li>• <i>7 Deadly Stories</i></li> </ul>
Feb 5	<b>Topic 5:</b> The Science of Sustainability  <b>Review for Exam</b>		<u>Articles:</u> <ul style="list-style-type: none"> <li>• <i>Sustainability: It's Not About Lightbulbs</i> <i>Five Myths About Sustainability</i></li> </ul> <u>Larson:</u> Ch. 3 (all)
Feb 12	<b>Exam I</b>	Group Project Assigned	Exam I on the topics covered up to this point
Feb 19	<b>Return Exam I</b> Individual presentation on Current Event Articles		Short papers as described above should be prepared and submitted to <a href="mailto:tjshalek@uncg.edu">tjshalek@uncg.edu</a> by Noon on October 2 – you will each you're your presentation during the class – BE CREATIVE & INNOVATIVE
Feb 26	<b>Topics 6:</b> Global Forces and Entrepreneurial		<u>Articles:</u> <ul style="list-style-type: none"> <li>• <i>Business Standing to Profit from Adapting to Climate Change</i> <i>A Profitable Helping of Sustainability</i></li> </ul>
Mar 5	<b>Topics 7:</b>		<u>Articles:</u>

	Creating a Competitive Advantage for an Entrepreneurial Venture		<ul style="list-style-type: none"> <li>• <i>Sustainability Emerges as a Business Model</i></li> </ul> <i>Proximity Hotel</i>
Mar 12	<b>NO CLASS</b>	SPRING BREAK	
Mar 19	<b>Topic 8:</b> Interrelationship between Individuals, Businesses, and Nations	<b>Guest Speaker</b>	<u>Article:</u> <ul style="list-style-type: none"> <li>• <i>The Art of Chinese Relationships</i></li> <li>• <i>Green Sports Alliance</i></li> </ul>
Mar 26	<b>Topic 9 &amp; 10:</b> Cultural Influences on Sustainability, Public Policy Implications of Entrepreneurship, Innovation, and Sustainability	Progress Reports in Dr. Yarborough's Class	<u>Articles:</u> <ul style="list-style-type: none"> <li>• <i>Green Business: From Niche to Mainstream</i></li> <li>• <i>What LEED Is</i></li> </ul> <i>Masdar City</i>  <u>Articles:</u> <ul style="list-style-type: none"> <li>• <i>Kyoto Protocol</i></li> </ul> <i>New MPG Standards</i>
Apr 2	<b>In Class work session on your group projects – bring research and drafts for discussion and in class work as group with me.</b>		This will be a work session – all class members must be in attendance, you will separate into your presentation groups, identify who will handle each part of the presentation – you all <b>MUST</b> make part of the presentation and it must be a meaningful part with content and demonstration of public speaking ability – we can practice - I will be moving between the groups to provide positive criticism, help an ideas.
Apr 9	<b>Complete final course material, Finalize preparations for Professional Presentation &amp; review materials for FINAL EXAM</b>		You should have your papers completed in a very strong draft – available for review & comment – we will discuss presentation timing, methods, timing & Professional Presentation
Apr 16	<b>Review of materials covered,</b>	Group Project Draft Due &	Submit by email to <a href="mailto:tjshalek@uncg.edu">tjshalek@uncg.edu</a> by Tuesday April 15

	<b>preparation for final exam &amp; practice of presentations</b>	Practice	
Apr 23	<b>GROUP PROJECT DUE</b>	Presentations by each team with participation by <b><u>ALL</u></b> team members	Come to class with your completed group project ready to make a <b>PROFESSIONAL PRESENTATION</b>  Invited outside guests will be present to hear your presentation
Apr 30	<b>NO CLASS</b>	<b>READING DAY</b>	
May 7	<b>Final Exam</b>		