



Bryan School of Business and Economics
MBA 718-41D: Global Business in Practice
Summer 2016 (9 May January to 17 June)

This syllabus is subject to change as the semester/session progresses to accommodate instructional and/or student needs.

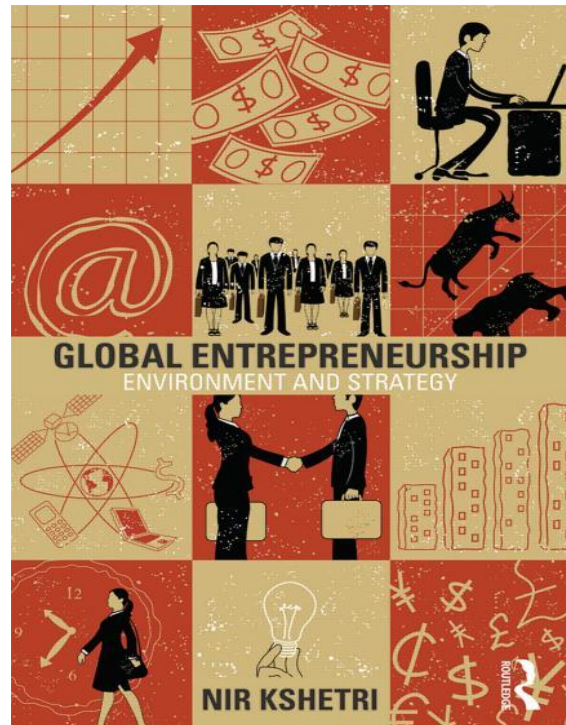
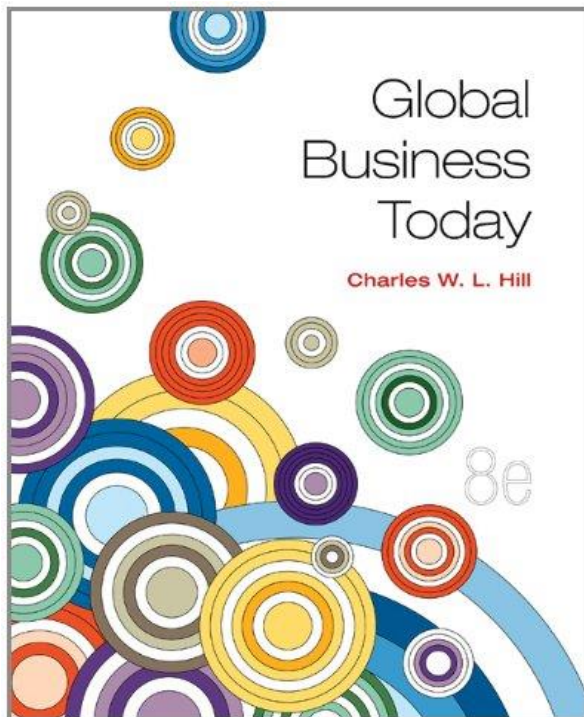
Instructor: Nir Kshetri, Ph D
Graduate Assistant: TBA
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Email: nbkshetr@uncg.edu
Office location: 368 BRYAN
Classroom: N/A

Suggested Texts:

Charles W. L. Hill. *Global Business Today*

Kshetri, Nir. 2014. *Global Entrepreneurship: Environment and Strategy*, Routledge: New York



Prerequisites/Co-requisites:

MBA 703 (Economic Policies and the Impact on Global Outcomes) and the pre-requisite courses are MBA 706 (Marketing Management), MBA 707 (Financial Management), MBA 708 (Operations for Competitive Advantage), MBA 716 (Leadership and Sustainable Business) and MBA 717 (Technology and Innovation).

Catalog Description:

Principles and practices of conducting business in a global environment.

Student Learning Outcomes:

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

- 1) Identify the key ethical and environmental issues that are typically connected with international business.
- 2) Describe the public policy and political factors that can affect the risks of entering and operating in a foreign country.
- 3) Analyze institutional, cultural and economic differences affecting business across regions of the world.
- 4) Analyze the pros and cons of various methods of effectively entering and operating in a foreign country.
- 5) Explain the importance of managing and leading in a global economy while remaining responsible to the local particularities (in other words, “glocally”) and relate it to the international strategies available for multinational companies.

Teaching Methods and Assignments for Achieving Learning Outcomes:

The course will be organized around short lectures, in-class and online discussions, field trips and preparation and presentation of an international business plan.

Evaluation and Grading Policy

Online Participation and Contribution (150 points)

Participation in online discussion is an important component of this course. You are expected to login regularly, read items posted by other course participants and contribute to the discussion topics. The purpose of online discussions is to supplement the materials covered in class. Your posts enhance and enrich not only your own learning but also that of your fellow course participants.

You are required to post at least **TEN** items.

Two of the posts are required to be on the topic “Online video contribution”. Your posts on this topic will be about videos available online (e.g., YouTube) to help understand some concepts related to global business. As an example of a post, see the item “McDonald's Celebrates 20th Birthday in Russia” (Nir Kshetri).

Discussion posts are evaluated using the following criteria:

- a) Have you done additional research and included source(s) of your information? You need to include each reference in its complete form, not just the link.
- b) Have you related your discussion with materials from your textbook or those discussed in the class?
- c) Have you related your posts with the current business related events (some of them)?
- d) Do your posts refer to other course participants’ posts (some of them)?
- e) Are your posts uniformly distributed throughout the session?
- f) Are they sufficient long (that is, at least 2 paragraphs)?
- g) Are they insightful and provide the reader with new ideas?

The last day for posting on Discussions is **June 16, 2016**. Please copy all your posts in **ONE** word document and email me on or before **June 17, 2016**. Make sure that each post has the date you posted.

Quiz 1 (25 points)

More details will be available.

Quiz 2 (25 points)

More details will be available.

Exam 1 (125 points)

More details will be available.

Exam 2 (125 points)

More details will be available.

Exam 3 (200 points)

More details will be available.

Assignments (325 points): (*Assignment 1: 125 points, Assignment 2: 200 points*)

Assignment 1:

Case Analysis of one of the following:

1. Gambling With Secret Code.

More details will be available on Canvas.

Assignment 2

In Assignment 2, you will compare the current state of the crowdfunding (CF) industry/market and supporting economic, political and cultural environments in two economies from the Latin America and the Caribbean region:

First, please prepare a table comparing the economies you selected in terms of the size of the current CF industry and market based on the latest available data as well as economic, political and cultural factors that are likely to affect the growth of the CF industry and market. For an example, see Table 1: The development of the CF industry and related institutions: a comparison of Japan and the U.K. (p. 101) in the article "Success of Crowd-Based Online Technology in Fundraising: An Institutional Perspective" (Reading 13).

You are expected to answer the following questions:

- a) Provide general assessments of the stages of the CF industries and markets in the two economies you selected.
- b) Which of the two economies you selected has a better developed CF industry and why?
- c) Do the economic, political and cultural factors explain the differences between the CF

- industries of the two economies you selected?
- d) What recommendations would you provide for the regulators of the economies you selected to develop the CF industry?
 - e) If the U.S. CF platform, Kickstarter enters into one of the countries you selected, what modifications in its business model does it need to make to account for those differences?

Please cite all the sources of your information. To cite your sources, follow the format used in the article "Success of Crowd-Based Online Technology in Fundraising: An Institutional Perspective" as close as possible.

Your analysis is expected to be about 3,000 words in length excluding the references.

Grading Scale:

Points possible for the various evaluation components are summarized below:

Component	Points possible
Online Participation and Contribution	175
Quiz 1	25
Quiz 2	25
Exam 1	125
Exam 2	125
Exam 3	200
Assignment 1	125
Assignment 2	200
Total	1,000

Scoring System for the Final Grade

The following scoring system will be used for the final grade.

Score	Grade	Score	Grade
950 – 1,000	A	790 – 819	B-
920 – 949	A-	760 – 789	C+
870 – 919	B+	740 – 759	C
820 – 869	B	0 – 739	F

The following criteria will apply to the grading of assignments

A: Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the assignment. All criteria are met. The

student's work goes beyond the task and contains additional, unexpected or outstanding features.

B: Work that demonstrates a good understanding of the material under study, and utilizes the material well in the assignment. The student meets the assignment criteria, with few errors or omissions.

C: Work that fails to demonstrate a basic or technical understanding of the material under study, and fails to use relevant material in the assignment. Work may not address one or more criteria or may not accomplish what was asked.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the material under study.

Tentative Course Schedule

Week	Detail	Remarks
1 (5/9-15)	<ul style="list-style-type: none"> Course Overview Unit 1: Globalization and its drivers Unit 2: Political Economy Unit 3: Differences in Culture <p>Readings:</p> <ul style="list-style-type: none"> Reading 1: Kshetri, Nir (2011) "The Global Financial Crisis: Evidence from China and India," <i>Thunderbird International Business Review</i>, Special issue on the 2008 Financial Crisis, 53(2), March/April, pp. 247-262. Reading 2: Kshetri, Nir (2016). "Cybersecurity Strategies of Gulf Cooperation Council Economies," <i>Georgetown Journal of International Affairs</i>, March, http://journal.georgetown.edu/cybersecurity-strategies-of-gulf-cooperation-council-economies/ Reading 3: Kshetri, Nir, and Alcantara, Lailani Laynesa (2015). "Cyber-threats and cybersecurity challenges: A cross-cultural perspective", Nigel Holden, Snejjina Michailova and Susanne Tietze (Eds) <i>The Routledge Companion to Cross-Cultural Management</i>, London and New York: Routledge. 	<ul style="list-style-type: none"> Handout/readings in Canvas Quiz 1 online. This quiz will open on 5/12 at 5 PM and will be available for 48 hours.
2 (5/16-22)	<ul style="list-style-type: none"> Unit 4: Ethical issues in International Business <p>Readings:</p> <ul style="list-style-type: none"> Reading 4: Chapter 4 in Kshetri, Nir. 2014. <i>Global Entrepreneurship: Environment and Strategy</i>, Routledge: New York Reading 5: Chapter 5 in Kshetri, Nir. 2014. <i>Global Entrepreneurship: Environment and Strategy</i>, Routledge: New York Reading 6: Kshetri, Nir (2010) "Business Perceptions of Regulative Institutions in Central and Eastern Europe", <i>Baltic Journal of Management</i>, 5(3): pp. 356 - 377. 	<ul style="list-style-type: none"> Handout/readings in Canvas Exam 1 online. This exam will open on 5/19 at 5 PM and will be available for 48 hours.

3 (5/23-29)	<ul style="list-style-type: none"> Unit 5: Entry Strategy and Strategic Alliances Unit 6: Foreign Direct Investment <p>Readings:</p> <ul style="list-style-type: none"> Reading 7: Kshetri, Nir (2009) "Institutionalization of Intellectual Property Rights in China," <i>European Management Journal</i>, 27(3) 155-164 Reading 8: Kshetri, Nir (2007) "Institutional Factors Affecting Offshore Business Process and Information Technology Outsourcing", <i>Journal of International Management</i>, 13(1), 38-56. Reading 9: Kshetri, Nir, and L.L. Alcantara (2016) "Drivers of Cross-national Variation in Advertising Spending: A Longitudinal Analysis of the Effects of Freedom and Foreign Direct Investment," <i>Australasian Marketing Journal</i> 	<ul style="list-style-type: none"> Handout/readings in Canvas Exam 2 online. This exam will open on 5/26 at 5 PM and will be available for 48 hours.
4 (5/30-6/5)	<ul style="list-style-type: none"> Unit 7: Global Production, Outsourcing and Logistics Unit 8: Global Marketing and R&D Unit 9: Regional Economic Integration Unit 10: The Political Economy of International Trade <p>Readings:</p> <ul style="list-style-type: none"> Reading 10: Kshetri, Nir (2016). "Big Data's Role in Expanding Access to Financial Services in China," <i>International Journal of Information Management</i>, 36 (3), 297-308 Reading 11: Kshetri, Nir, Diana Rojas-Torres, and Marleny Cardona Acevedo (2015). "Diaspora Networks, Non-Economic Remittances and Entrepreneurship Development: Evidence from Some Economies in Latin America," <i>Journal of Developmental Entrepreneurship</i> 	<ul style="list-style-type: none"> Handout/readings in Canvas Assignment 1 due: 5/31/2016. Please submit before 11:59 PM. Quiz 2 online. This quiz will open on 6/2 at 5 PM and will be available for 48 hours.
5 (6/6-12)	<ul style="list-style-type: none"> Unit 11: The Strategy of International Business Unit 12: The Organization of International Business <p>Readings:</p> <ul style="list-style-type: none"> Reading 12: Kshetri, Nir (2014). "Developing Successful Entrepreneurial Ecosystems: Lessons from a Comparison of an Asian Tiger and a Baltic Tiger", <i>Baltic Journal of Management</i>, 9(3), 330-356. Reading 13: Kshetri, Nir (2015). "Success of Crowd-Based Online Technology in Fundraising: An Institutional Perspective," <i>Journal of International Management</i> Reading 14: Palmquist, Matt (2015) "Navigating the Crowdfunding Landscape", http://www.strategy-business.com/blog/Navigating-the-Crowdfunding-Landscape?gko=03b81 	<ul style="list-style-type: none"> Handout/readings in Canvas Exam 3 online. This exam will open on 6/9 at 5 PM and will be available for 48 hours.
6 (6/13-17)	<p>Readings:</p> <ul style="list-style-type: none"> Reading 15: Kshetri, Nir (2015). "The effects of informal institutions on equity-based crowdfunding," Working Paper Reading 16: Preparing an International business plan, Appendix 3 in Kshetri, Nir. 2014. <i>Global Entrepreneurship: Environment and Strategy</i>, Routledge: New York. 	<ul style="list-style-type: none"> Handout/readings in Canvas Assignment 2 due: 6/17/2016. Please submit before 11:59 PM

List of Readings

Reading 1: Kshetri, Nir (2011) "The Global Financial Crisis: Evidence from China and India," *Thunderbird International Business Review*, Special issue on the 2008 Financial Crisis, 53(2), March/April, pp. 247-262.

Reading 2: Kshetri, Nir (2016). "Cybersecurity Strategies of Gulf Cooperation Council Economies," *Georgetown Journal of International Affairs*, March, <http://journal.georgetown.edu/cybersecurity-strategies-of-gulf-cooperation-council-economies/>

Reading 3: Kshetri, Nir, and Alcantara, Lailani Laynesa (2015). "Cyber-threats and cybersecurity challenges: A cross-cultural perspective", Nigel Holden, Snejjina Michailova and Susanne Tietze (Eds) *The Routledge Companion to Cross-Cultural Management*, London and New York: Routledge.

Reading 4: Chapter 4 in Kshetri, Nir. 2014. *Global Entrepreneurship: Environment and Strategy*, Routledge: New York.

Reading 5: Chapter 5 in Kshetri, Nir. 2014. *Global Entrepreneurship: Environment and Strategy*, Routledge: New York

Reading 6: Kshetri, Nir (2010) "Business Perceptions of Regulative Institutions in Central and Eastern Europe", *Baltic Journal of Management*, 5(3): pp. 356 - 377.

Reading 7: Kshetri, Nir (2009) "Institutionalization of Intellectual Property Rights in China," *European Management Journal*, 27(3) 155-164

Reading 8: Kshetri, Nir (2007) "Institutional Factors Affecting Offshore Business Process and Information Technology Outsourcing", *Journal of International Management*, 13(1), 38-56.

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Reading 10: Kshetri, Nir (2016). "Big Data's Role in Expanding Access to Financial Services in China," *International Journal of Information Management*, 36 (3), 297–308

Reading 11: Kshetri, Nir, Diana Rojas-Torres, and Marleny Cardona Acevedo (2015). "Diaspora Networks, Non-Economic Remittances and Entrepreneurship Development: Evidence from Some Economies in Latin America," *Journal of Developmental Entrepreneurship*

Reading 12: Kshetri, Nir (2014). "Developing Successful Entrepreneurial Ecosystems: Lessons from a Comparison of an Asian Tiger and a Baltic Tiger", *Baltic Journal of Management*, 9(3), 330-356.

Reading 13: Kshetri, Nir (2015). "Success of Crowd-Based Online Technology in Fundraising: An Institutional Perspective," *Journal of International Management*. 21(2), 100–116.

Reading 14: Palmquist, Matt (2015) "Navigating the Crowdfunding Landscape" (<http://www.strategy-business.com/blog/Navigating-the-Crowdfunding-Landscape>) *Strategy & Business Magazine* (<http://www.strategy-business.com/>), Recent Research column, September 17.

Reading 15: Kshetri, Nir (2015). "The effects of informal institutions on equity-based crowdfunding," Working Paper

Reading 16: Preparing an International business plan, Appendix 3 in Kshetri, Nir. 2014. *Global Entrepreneurship: Environment and Strategy*, Routledge: New York.

Academic Integrity Policy:

Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. The syllabus will provide a link to the complete description of the Academic Integrity Policy as found in the UNCG Graduate Bulletin.

<http://academicintegrity.uncg.edu/complete/>

Final Examination:

There will be no final proctored examination.

Additional Requirements:

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.

Expectations of Students

Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at <http://academicintegrity.uncg.edu/complete/> and <http://studentconduct.uncg.edu/policy/code/>. 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.

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 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.

Instructor Information

Nir Kshetri is Professor at Bryan School of Business and Economics, The University of North Carolina–Greensboro and a research fellow at Research Institute for Economics & Business Administration - Kobe University. Nir is the author of seven books including *Big Data's Big Potential in Developing Economies: Impact on Agriculture, Health and Environmental Security*, Centre for Agriculture and Biosciences International (CABI) Publishing, Wallingford, Oxon (forthcoming). His 2014 book *Global Entrepreneurship: Environment and Strategy* (Routledge: New York) was selected as an Outstanding Academic Title by *Choice Magazine*. Nir has also published about 100 articles in various journals. Nir participated as lead discussant at the Peer Review meeting of the UN's *Information Economy Report 2013* and *Information Economy Report 2015*.

Nir is the winner of 2016 Bryan School Senior Research Excellence Award. He is a two-time winner of the Bryan School Teaching Excellence Award (2012 and 2008). Nir's recent research related awards include Best Academic Paper Award at The Business and Entrepreneurship in Africa Conference (May 2013) and best paper award at the 5th International Conference on Information Systems and Economic Intelligence (2012). A 2012 study ranked him # 2 in terms of the number of articles published in *Journal of International Management* over a 13-year period (1998-2010). Nir received Emerald Literati Network Award for Excellence in 2013 and 2010. He is a two time winner of the Pacific Telecommunication Council's Meheroo Jussawalla Research Paper Prize (2010 and 2008). Nir has been recognized by Business Week as a "prominent faculty" in 2013, 2014 and 2015.



Nir has travelled to about 100 countries. He has given lectures or presented research papers (over 165) at various national and international meetings/conference in Azerbaijan, Argentina, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, India, Indonesia, Italy, Japan, Lithuania, Macao, Malaysia, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Portugal, Romania, Serbia, Sri Lanka, South Africa, South Korea, Singapore, Sri Lanka, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia, Turkey and Uganda.

Nir has been interviewed and/or quoted in over 60 TV channels, magazines and newspapers from Australia, Brunei, Canada, China, Colombia, France, India, Italy, Japan, Malaysia, Mexico, Morocco, New Zealand, Qatar, Tanzania, Thailand, the Philippines, the U.S., United Arab Emirates and other countries including HPC in the Cloud, *Foreign Policy*, *Telecommunications*, *Simply Security*, *The Business Journal of the Greater Triad Area*, *Jamestown News*, *Greensboro News and Record*, *El Nuevo Herald*, *Mother Nature Network*, *Gulf-Times.com*, *The Times of India*, *news24.com*, *Canoe.ca*, *key4biz.it*, *aufaitmaroc.com*, *rtbf.be*, *livemint.com*, *World News Australia*, *Brunei Times*, *Leadership Magazine* and *High Point Enterprise*. Nir's work has also been featured at the UNCG homepage.

