

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality and Tourism
Spring 2018
ENT/BUS 130 Entrepreneurship in a Sustainable Global Environment
Online

Professor: Dr. Esra Memili

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Office: 370 Bryan

Office Hours: Monday 1-6pm and by appointment

CREDITS: 3

PREREQUISITES: None.

TEXTBOOKS*:

1. Sachs, Jeffrey D. 2015. *The Age of Sustainable Development*, Columbia University Press: New York
E-book available at UNCG library
ISBN Hardback: 978-0-231-17314-8
ISBN Paperback: 978-0-231-17315-5
2. Dean, Thomas J. 2014. *Sustainable Venturing*, Pearson Entrepreneurship Series: NJ
ISBN-13: 978-0-13-604489-5
ISBN-10: 0-13-604489-1
E-book or rent for a fee at UNCG Bookstore
3. Whitfield, Ronald & McNett, Jeanne M. 2014. *A Primer on Sustainability: In the Business Environment*, Business Expert Press, LLC: New York
E-book available at UNCG library
ISBN-13: 978-1-60649-634-3

*Hard copies of the textbooks are reserved at the UNCG library. You can check out up to 2 hours within the library each time.

THE PLAN: This 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. This course emphasizes reading and writing skills and strategic thinking needed for success in work settings.

CATALOG DESCRIPTION: Entrepreneurship is examined in relation to the global forces restructuring the world economy that call for sustainability in the changing new world beyond the 21st Century.

TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES: The online teaching methods include online coverage of course materials, discussion assignments, case studies, and exams.

Student Learning Objectives:

1. Define sustainable development, entrepreneurship, systems, and opportunities.
2. Evaluate the planetary boundaries, environmental marketing, and the green customer.
3. Determine the global forces restructuring the world economy and how this affects opportunities for entrepreneurial ventures.
4. Assess the interrelationship between individuals, businesses, institutions, and nations in determining global entrepreneurial competitiveness.
5. Evaluate social ventures and social value creation.
6. Evaluate the public policy implications of entrepreneurship and sustainability.
7. Evaluate your own entrepreneurial abilities in a sustainable environment.
8. Evaluate the funding opportunities to launch a sustainable venture.

Evaluation and Grading Policy:

Canvas is an important component of this course. You are expected to login regularly, complete and submit assignments and take exams. Please, refer to the due dates in the calendar section of this syllabus.

Mid-term Exam (310 points)

(Sachs Ch.s 1 & 6

Dean Ch.s 1, 2, 4, & 5)

Final Exam (310 points)

(Sachs Ch.s 10, 12, 13, & 14

Dean Ch.s 3, 6, & 7)

Details about the exams will be available on the Canvas. Please, inform 6-TECH and then instructor with proof of technical difficulty as soon as possible, if you have a technical problem in completing an exam (or another assignment) on the Canvas.

Case Analysis 1 (80 points)

Burt's Bees: Leaving the Hive (Whitfield & McNett, 2014, p. 94-96)

Answer Guideline Questions (p. 96)

2-3 pages write-up, double spaced

Case Analysis 2 (100 points)

Social Entrepreneurs: Correcting Market Failures (Whitfield & McNett, 2014, p. 94-96)

Answer Guideline Questions (p. 98)

2-3 pages write-up, double spaced

Discussion 1 (50 points)

Explain Dean's (2014, p. 27 & 28) closing thoughts on "Great capitalism is great environmentalism" and provide your own insights.

1 page, double spaced

Discussion 2 (50 points)

Propose an entrepreneurial idea concerning food supply and explain how your product/service can help resolve related issues or fill in a gap in the market after reading Ch. 10 (Sachs, 2015)

1 page, double spaced

Discussion 3 (50 points)

Propose an entrepreneurial idea concerning climate change and explain how your product/service can help resolve related issues or fill in a gap in the market after reading Ch. 12 (Sachs, 2015)

1 page, double spaced

Discussion 4 (50 points)

Propose an entrepreneurial idea concerning biodiversity and protecting ecosystem and explain how your product/service can help resolve related issues or fill in a gap in the market after reading Ch. 13 (Sachs, 2015)

1 page, double spaced

A+	960 – 1000	C+	710 – 749
A	930 - 959	C	670 – 709
A-	870 – 929	C-	630 – 669
B+	830 – 869	D+	590 – 629
B	790 – 829	D	550 – 589
B-	750 – 789	F	0 – 549

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/>

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/bae/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 Policy

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*

DATE	TOPIC	TEXT	DUE
Week of January 8	Introduction to Sustainable Development	Ch. 1 Sachs (2015)	Read Ch. 1 Sachs (2015)
Week of January 16 (January 15-- Dr. Martin Luther King Jr. Holiday)	Introduction to Sustainable Venturing	Ch. 1 Dean (2014)	Read Ch. 1 Dean (2014)

Week of January 22	Systems and Opportunities	Ch. 2 Dean (2014)	Read Ch. 2 Dean (2014) Submit Discussion 1 to Canvas by <u>January 29, Monday, 11pm</u>
Week of January 29	Planetary Boundaries	Ch. 6 Sachs (2015)	Read Ch. 6 Sachs (2015)
Week of February 5	Environmental Marketing and the Green Customer	Ch. 5 Dean (2014)	Read Ch. 5 Dean (2014)
Week of February 12	Case 1 Burt's Bees: Leaving the Hive	Ch. 4 (p. 94-96) Whitfield & McNett (2014)	Read Case 1 and submit the written assignment to Canvas by <u>February 19, Monday, 11pm</u>
Week of February 19	Social Entrepreneurship	Ch. 4 Dean (2014)	Read Ch. 4 Dean (2014)
Week of February 26	Case 2 Social Entrepreneurs: Correcting Market Failures	Ch. 4 (p. 96-98) Whitfield & McNett (2014)	Read Case 2 and submit the written assignment to Canvas by <u>March 2, Friday, 11pm</u>
Week of March 5	Spring Break	Enjoy!	
Week of March 12	Mid-term Exam (Sachs Ch.s 1 & 6 Dean Ch.s 1, 2, 4, & 5) <u>March 12, Monday, 5am- 11pm</u>		
Week of March 19	Food Security	Ch. 10 Sachs (2015)	Read Ch. 10 Sachs (2015) Submit Discussion 2 to Canvas by <u>March 26, Monday, 11pm</u>
Week of March 26	Climate Change	Ch. 12 Sachs (2015)	Read Ch. 12 Sachs (2015) Submit Discussion 3 to Canvas by <u>April 2, Monday, 11pm</u>

Week of April 2	Saving Biodiversity and Protecting Ecosystem Services	Ch. 13 Sachs (2015)	Read Ch. 13 Sachs (2015) Submit Discussion 4 to Canvas by <u>April 9, Monday, 11pm</u>
Week of April 9	Sustainable Development Goals	Ch. 14 Sachs (2015)	Read Ch. 14 Sachs (2015)
Week of April 16	Institutional Strategies for Sustainable Venturing	Ch. 3 Dean (2014)	Read Ch. 3 Dean (2014)
Week of April 23	Launching and Financing the Sustainable Venture	Ch.s 6 & 7 Dean (2014)	Read Ch. 6 & 7 Dean (2014)
Week of April 30	Final Exam (Sachs Ch.s 10, 12, 13, & 14 Dean Ch.s 3, 6, & 7) <u>April 30, Monday, 5am- 11pm</u>		

*The calendar is subject to change as the semester progresses to accommodate instructional and/or student needs.