Bryan School of Business and Economics  
MBA 718-51D: Global Business in Practice  
Fall 2018 (August 14-November 28, 2018)

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

Instructor: Nir Kshetri, Ph D  
Email: nbkshetr@uncg.edu

Office location: 368 BRYAN  
Office hours: M1-2 PM

Phone: 334-4530 (O)  
Fax: 334-5580

Class Meeting Time: M 14:00-16:50

Texts

None

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, practices and processes of conducting businesses in the globalized 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 online discussions, exams, case analysis and research on various aspects of international business.

**Evaluation and Grading Policy**

**Class Participation and Contribution (75 points)**

More details will be available on Canvas.

**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.

One of the posts is 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 11/26/2018. Please copy all your posts in ONE word document and email me on or before 11/28/2018. 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 (275 points):** (Assignment 1: 75 points, Assignment 2: 200 points)
Assignment 1:

Case Analysis of the following:


More details are available on Canvas. Please see “Assignment 1: Case analysis guidelines” in Discussions.

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 countries/economies. The two countries/economies you selected must be from the list in the item---Assignment 2 countries/economies--- in Discussions.

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 may also include data related to “Trust index” for the two economies you selected (see: http://www.jdsurvey.net/jds/jdsurveyMaps.jsp?Idioma=%20I&SeccionTexto=0404&NOID=104)

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) How do economic, political and cultural factors explain the differences between the CF industries of the two economies you selected?

d) How do economic, political and cultural factors in the two countries you selected affect entrepreneurs’ willingness to go for equity-based crowdfunding (ECF) instead of other conventional sources of entrepreneurial financing?

e) Are the effects of economic, political and cultural factors different on ECF compared to other types of CF in the two countries you selected?

f) What recommendations would you provide for the regulators of the economies you selected to develop the CF industry?

g) If the U.S. CF platform, SeedInvest 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 4,000 words in length excluding tables, figures and references.

**Grading Scale:**

Points possible for the various evaluation components are summarized below:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Participation and Contribution</td>
<td>150</td>
</tr>
<tr>
<td>Class Participation and Contribution</td>
<td>75</td>
</tr>
<tr>
<td>Quiz 1</td>
<td>25</td>
</tr>
<tr>
<td>Quiz 2</td>
<td>25</td>
</tr>
<tr>
<td>Exam 1</td>
<td>125</td>
</tr>
<tr>
<td>Exam 2</td>
<td>125</td>
</tr>
<tr>
<td>Exam 3</td>
<td>200</td>
</tr>
<tr>
<td>Assignment 1</td>
<td>75</td>
</tr>
<tr>
<td>Assignment 2</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,000</strong></td>
</tr>
</tbody>
</table>

**Scoring System for the Final Grade**

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

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
<th>Score</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>960 – 1,000</td>
<td>A</td>
<td>790 – 819</td>
<td>B-</td>
</tr>
<tr>
<td>925 – 959</td>
<td>A-</td>
<td>760 – 789</td>
<td>C+</td>
</tr>
<tr>
<td>870 – 924</td>
<td>B+</td>
<td>740 – 759</td>
<td>C</td>
</tr>
<tr>
<td>820 – 869</td>
<td>B</td>
<td>0 – 739</td>
<td>F</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Week</th>
<th>Detail</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (8/14-19)</td>
<td><strong>Part A: Globalization: Drivers and Consequences</strong></td>
<td>• Handout/readings in Canvas</td>
</tr>
<tr>
<td></td>
<td>• Course Overview</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Part A: Globalization: Drivers and Consequences</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Unit 1: Globalization: Enabling and constraining factors and imperative for internationalization</td>
<td></td>
</tr>
<tr>
<td>2 (8/20-26)</td>
<td><strong>Part B: Institutional Environment and the Business Climate</strong></td>
<td>• Handout/readings in Canvas</td>
</tr>
<tr>
<td></td>
<td>• Unit 2: Formal institutions and economic environment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Unit 3: Informal institutions and their consequences</td>
<td></td>
</tr>
<tr>
<td>3 (8/27-9/2)</td>
<td><strong>Unit 4: Ethical and Moral Aspects in International Business</strong></td>
<td>• Handout/readings in Canvas</td>
</tr>
<tr>
<td></td>
<td>• Reading 2: Kshetri, Nir (2016).&quot;Cybersecurity Strategies of Gulf Cooperation Council Economies,” Georgetown Journal of International Affairs, March, <a href="http://journal.georgetown.edu/cybersecurity-strategies-of-gulf-cooperation-council-economies/">http://journal.georgetown.edu/cybersecurity-strategies-of-gulf-cooperation-council-economies/</a></td>
<td>• Quiz 1 (will open on 8/27 at 2 PM and will be available for 48 hours)</td>
</tr>
<tr>
<td>Week</td>
<td>Dates</td>
<td>Notes</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>4 (9/3-9)</td>
<td>Labor Day holiday</td>
<td></td>
</tr>
</tbody>
</table>
| 6 (9/17-23) | **Part C: Entering Foreign Markets**  
- Unit 5: Modes of entering and developing operations in foreign markets  
- Unit 6: Foreign Direct Investment  
- Case: Qatar Financial Center meets mega-entrepreneurial interests  
**Part D: Operating in Foreign Markets**  
- Exam 1 (will open on 9/17 at 2 PM and will be available for 48 hours) |
| 7 (9/24-30) | • No physical class. It will be replaced by online activities and Exam 2 | • Exam 2 (will open on 9/24 at 5 PM and will be available for 48 hours) |
| 8 (10/1-7) | • Unit 7: Global Production, Outsourcing and Logistics  
• Unit 8: Global Marketing and R&D  
• Unit 9: Regional Economic Integration  
• Case: Israel’s emergence as a hotbed for cybersecurity-related entrepreneurship | • Handout/readings in Canvas |
| 9 (10/8-14) | Fall Break |   |
• Unit 10: Institutions, policies and political processes in the world trading system  
• Unit 11: Organizational and strategic processes in international business  
• Case: Xiaomi’s global ambition  
• Case: Flipkart’s search of e-commerce opportunities in rural India | • Handout/readings in Canvas  
• Quiz 2 (will open on 10/15 at 2 PM and will be available for 48 hours) |
| --- | --- | --- |
| 11 (10/22-28) | **Part E: Entrepreneurship and Financing**  
• Unit 12: Sources of Entrepreneurial Finances and Their Variation across the World  
• Case: Colombian Entrepreneurial Ecosystem | • Handout/readings in Canvas |
• Reading 13: Kshetri, Nir (2015)."Success of Crowd-Based Online Technology in Fundraising: An Institutional Perspective," Journal of International Management  
• Case: Crowdfunding in Latin America | • Handout/readings in Canvas |
• Exam 3 online. This exam will open on 11/5 at 2 PM and will be available for 48 hours.
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
</table>

**List of Readings**


Reading 15: Kshetri, Nir (2018)."Informal institutions and Internet-based equity crowdfunding," Journal of International Management

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 University of North Carolina-Greensboro and a research fellow at Kobe University. He holds a Ph D in Business Administration from University of Rhode Island. He has authored seven books. His 2014 book, Global Entrepreneurship: Environment and Strategy (Routledge: New York) has been selected as an Outstanding Academic Title by Choice Magazine. He has published about 120 articles in various journals. In 2017-2018, Nir worked as a consultant for the Asian Development Bank. He also participated as lead discussant at the Peer Review meeting of the UN’s Information Economy Report 2013 and 2015. Nir is the winner of 2016 Bryan School Senior Research Excellence Award. He is also a two time winner of the Pacific Telecommunication Council’s Meheroo Jussawalla Research Paper Prize (2010 and 2008). Nir has been quoted/interviewed and/or his work has been featured by hundreds of media outlets worldwide such as Wall Street Journal, Foreign Policy, Scientific American, Bloomberg TV, CBS News, TV Mundo (Peru), ABF TV (Brazil), Fortune, Time, Christian Science Monitor, SF Gate, U.S. News & World Report, New Boston Post, Observer and Salon. In March 2018, he gave a TED Talk about the potential roles of cryptocurrencies in fighting poverty.