University of North Carolina at Greensboro  
Bryan School of Business and Economics  
Department of MEHT  
ENT/BUS 606 International Entrepreneurship (Online)  
Spring 2019

COURSE NUMBER & TITLE:
ENT/BUS 606 International Entrepreneurship

CREDITS: 3

PREREQUISITES/COREQUISITES: A working knowledge of online courses, including uploading videos and files. Basic computer competency is expected. If you have any technical issues, please contact tech@uncg.edu. If you need assistance with digital media, please go to the Digital Media Commons in the library (library.uncg.edu/spaces/dmc/).

FOR WHOM PLANNED: This course gives students with global entrepreneurship aspirations a chance to learn how to evaluate and embark on a new venture or join an innovative, entrepreneurial business. This course combines independent flexible study modules and projects.

PROFESSOR INFORMATION:
Dianne H.B. Welsh, Ph.D.  
Hayes Distinguished Professor of Entrepreneurship and Founder, Entrepreneurship Programs  
Office: 328 Bryan  
Office Phone: 336-256-8507  
Fax: 336-334-5580  
E-mail: dhwelsh@uncg.edu  
Office hours: 1:00-2:00 pm Monday (in Canvas WebEx) or by appointment

COURSE DESCRIPTION: 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.

STUDENT LEARNING OUTCOMES:

1) Identify opportunities in international business ventures.
2) Evaluate the obstacles and challenges in international business ventures.
3) Analyze the attractiveness of international business ventures.
4) Apply the tools and concepts learnt in the course to identify, evaluate, start, and manage international ventures.
5) Assess economic and institutional factors affecting entrepreneurship in an economy.
6) Develop 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.
7) Locate, interpret, and evaluate information on diverse global culture from the entrepreneurial angle.
8) Develop a sensitivity to cultural differences on a global scale from the perspective of entrepreneurship.

REQUIRED TEXTS:

SUPPLEMENTAL READINGS:
See the Canvas site for the module for any supplemental readings.

EVALUATION AND GRADING POLICY:

<table>
<thead>
<tr>
<th>Activity Points</th>
<th>Points</th>
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<tbody>
<tr>
<td>Chapter Questions</td>
<td>112</td>
</tr>
<tr>
<td>Case Questions</td>
<td>36</td>
</tr>
<tr>
<td>Int’l Venture Project</td>
<td>169</td>
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<tr>
<td>Class Discussion</td>
<td>75</td>
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<td>Surveys</td>
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<td>Total Points</td>
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<tr>
<th>Grade</th>
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<tr>
<td>A+</td>
<td>392-400</td>
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<tr>
<td>A</td>
<td>372-391</td>
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<tr>
<td>A-</td>
<td>360-371</td>
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<tr>
<td>B+</td>
<td>352-359</td>
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<tr>
<td>B</td>
<td>332-351</td>
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<td>B-</td>
<td>320-331</td>
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<td>C+</td>
<td>312-319</td>
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<td>C</td>
<td>292-311</td>
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<td>C-</td>
<td>280-291</td>
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<td>D+</td>
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<td>D-</td>
<td>240-251</td>
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<td>F</td>
<td>239-or less</td>
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<tr>
<td>Week of</td>
<td>Topics</td>
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<td><strong>Week 1</strong>&lt;br&gt;Jan 14-20</td>
<td>Class overview and Introduction to International Entrepreneurship&lt;br&gt;<strong>Textbook Chapters</strong>&lt;br&gt;*Ch. 1 Global Entrepreneurship and Global Business&lt;br&gt;*Ch. 2 Some Key Determinants of Entrepreneurship&lt;br&gt;*Chapter 17 Direct Selling Worldwide</td>
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<td><strong>Week 2</strong>&lt;br&gt;Jan 21-27</td>
<td><strong>Textbook Chapters</strong>&lt;br&gt;*Ch. 3 Global Entrepreneurship Strategy&lt;br&gt;<strong>Journal Articles</strong>&lt;br&gt;1 and 2&lt;br&gt;Case&lt;br&gt;*Starbucks International Enters Kuwait</td>
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| **Week 3**<br>Jan 28-Feb 3 | **Textbook Chapters**<br>*Ch. 4 International Business Plan<br>**Journal Articles**<br>3<br>Case<br>*The Journey of Doorstep Entrepreneurship: Jaipur Rugs | *Read Ch. 4 Journal articles<br>*Review Power Point Slides<br>*Watch Videos<br>*Complete Discussion Questions on Book Chapter, Journal Articles, and Posts<br>*Read Library Guide for the class<br>*International Business Model Idea or International Case Idea Due is 30th of Jan 11:59 pm and respond to at least 3 classmates' responses no later than 3rd of February (Sunday) 11:59 pm.
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<tr>
<th>Week 4</th>
<th>Feb 4-10</th>
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| **Textbook Chapters** | *Ch. 5 Business Opportunities for Global Entrepreneurship  
*Ch. 6 Global Entrepreneurship Leadership Competencies  
**Journal Articles**  
4 and 5 |
| **Week 5** | Feb 11-17 |
| **Textbook Chapters** | Ch. 7 Exporting for Entrepreneurs  
**Journal Articles**  
6 |
| **Week 6** | Feb 18-24 |
| **Textbook Chapters** | *Ch. 8 Global Economics and Finance  
**Journal Articles**  
7 and 8  
**Case**  
*The Case of the Elegant Shoplifter |
| **Week 7** | Feb 25- Mar 3 |
| **Textbook Chapters** | *Ch. 9 Cross-Cultural Customs and Communication Styles  
**Journal Articles**  
9 and 10  
**Case**  
*Al-Baharr & Jacobossi Engineering & Contracting Company |
| **Week 8** | Mar 4-10 |
| **SPRING BREAK** | Have fun! |
| **Week 9** | Mar 11-17 |
| **Textbook Chapters** | *Ch. 10 A Knowledge Approach to Developing Global Entrepreneurs  
**Journal Articles**  
11  
**Case**  
*The Hit and Run Expatriate Employees |

*Read Ch. 5 & 6  
*Review Power Point Slides  
*Complete Discussion Questions on Book Chapter, Journal Articles, and Posts

*Read Ch. 7  
*Review Power Point Slides  
*Watch Videos  
*Complete Discussion Questions on Book Chapter, Journal Articles, and Posts

*Read Ch. 8  
*Review Power Point Slides  
*Watch Videos  
*Complete Discussion Questions on Book Chapter, Journal Articles, and Posts

*Read Ch. 9 and Journal articles  
*Review Power Point Slides  
*Watch Videos on Cases  
*Complete Discussion Questions on Book Chapter, Journal Articles, and Posts

*Read Ch. 10 and Journal articles  
*Review Power Point Slides  
*Watch Videos on Cases  
*Complete Discussion Questions on Book Chapter, Journal Articles, and Posts
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<th>Week 10</th>
<th>Mar 18-24</th>
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<tr>
<td><strong>Textbook Chapters</strong></td>
<td>* Ch. 11 International Franchising and Other Forms of Entrepreneurship</td>
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| **Guest Speakers on Video** | *Gary* Fly, former Franchisee, Waffle House  
*Andy Strand, Subway Franchisee  
*Video – Introduction to Franchising – Building a Franchise – The SUBWAY Model |
| **Journal Articles** | 12 and 13 |
| **Articles** | *America’s Best and Worst Food Franchises / Top Franchises 2016* |
| **Action Items** | *Read Ch. 11 and Journal articles  
*Review Power Point Slides  
*Watch Videos on Cases  
*Complete Discussion Questions on Book Chapter, Journal articles, and Posts |

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<th>Week 11</th>
<th>Mar 25-31</th>
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<tr>
<td><strong>Textbook Chapters</strong></td>
<td><em>Ch. 12 Going International? Alternative Modes of Entry</em></td>
</tr>
<tr>
<td><strong>Journal Articles</strong></td>
<td>14 and 15</td>
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| **Action Items** | *Read Ch. 12 and Journal articles  
*Review Power Point Slides  
*Complete Discussion Questions on Book Chapters, Journal articles, and Posts |

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<tr>
<th>Week 12</th>
<th>Apr 1-7</th>
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| **Textbook Chapters** | Ch. 13 Central and Eastern Europe  
Ch. 14 Entrepreneurship in Emerging Markets  
Case |
| **Journal Articles** | 16 and 17  
*A Romanian Entrepreneur’s Success-Florin Talpes (Casebook)* |
| **Action Items** | *Read Ch. 13, Ch. 14 and Journal articles  
*Review Power Point Slides  
*Watch Videos  
*Complete Discussion Questions on Book Chapters, Journal articles, and Posts |

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<tr>
<th>Week 13</th>
<th>Apr 8-14</th>
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| **Textbook Chapters** | Ch. 15 Latin America  
Ch. 16 China  
Journal Articles 18, 19, and 20 |
| **Action Items** | *Read Ch. 15, Ch. 16 and Journal articles  
*Review Power Point Slides  
Complete Discussion Questions on Journal articles and Posts |

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<tr>
<th>Week 14</th>
<th>Apr 15-21</th>
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<tr>
<td><strong>International Business Model OR International Case</strong></td>
<td>Follow Templates Provided</td>
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<tr>
<td><strong>Action Items</strong></td>
<td><em>Complete the International Business Model and Attachments OR International Case ALL WRITTEN BUSINESS MODELS OR CASES AND POWER POINT SLIDES DUE April 21 11:59 pm. Both Choices Must Include Journal Articles.</em></td>
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Commented [DW4]: Bring these 2 speaker videos over from Canvas and copy

Commented [DW6]: Copy over from ENT 338 Global Franchising
<table>
<thead>
<tr>
<th>Week 15</th>
<th>Presentations</th>
<th>*Your Video due (Business Model or Teach the Case) April 25 11:59 pm Posts on feedback on 3 others’ videos due by April 28 11:59 pm</th>
</tr>
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<tbody>
<tr>
<td>April 22-28</td>
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<tr>
<td>Last Week: April 29-May 1</td>
<td></td>
<td>*Take the ENT Propensity and PsyCap Surveys (must take both at beginning and end of class to earn points) Due May 1 at 11:59 pm</td>
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**Journal Article List**

**Week 2**


**Week 3**

**Week 4**


**Week 5**

**Week 6**


**Week 7**


**Week 9**
**Week 10**


**Week 11**


**Week 12**


**Week 13**


**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:

**Accessibility Policy (Distance Learning)**
http://ods.uncg.edu/policies-procedures/distance-learning/

**Academic Resources**
http://uncg.libguides.com/ent338

**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:

**Technical Support**
If you have a different system than UNCG computer system, we suggest to change with a system which is compatible with UNCG’s system. Also, when you have technical difficulties you have to report to 6-TECH for assignments and test taking.
https://its.uncg.edu/services

**Minimum Technology Requirement for the Course**
https://community.canvaslms.com/docs/DOC-10721

**Etiquette for Online Course Discussion Board**
http://learnmore.uncg.edu/blog/etiquette-for-online-course-discussion-boards

**Links to Surveys**
https://uncg.qualtrics.com/jfe/form/SV_cO3e3IOra7jvBNX (Links to an external site.)
https://uncg.qualtrics.com/jfe/form/SV_8wb5BNRkGeWeAct (Links to an external site.)
Health and Wellness
Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at https://shs.uncg.edu/ or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Accommodations
The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at https://ods.uncg.edu/ or by calling 336-334-544 or visiting them in Suite 215, EUC.

As always, please contact us if there is anything we can do in Student Affairs to help you support our students. We share the goal of student success.

By signing the statement, I acknowledge that I have read the syllabus with the due dates and will be prepared to complete all work, including exams, on the assigned due dates. Therefore, I will arrange my other activities (work, sports, etc.) around the exam time. If I forget to take the exam, it is a 0.

Sign and acknowledge