

**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 6-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
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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:

Welsh, D.H.B., & Carraher, S.M. (2018). *Global Entrepreneurship* (3rd ed.). Dubuque, IA: Kendall-Hunt. ISBN: 978-1-5249-5048-4. Available in paperback and eBook from the publisher. I have left a copy on 2-hour reserve in the library, but you need a text to do well in the class.

SUPPLEMENTAL READINGS:

See the Canvas site for the module for any supplemental readings.

EVALUATION AND GRADING POLICY:

Activity Points

Chapter Questions **112** (16 chapters x 7 points)
 Case Questions **36** (6 cases x 6 points) Note: Ch. 17 counts as a Case
 Int'l Venture Project **169** (104 points written International Business Model or International Case, 65 points video presentation)
 Class Discussion **75** (15 classes x 5 points=75 points) (Board on Canvas weekly min. 3 posts)
 Surveys **8** (Entrepreneur Propensity Survey and PsyCap-Must take both surveys at the beginning and at the end of the class to earn points.)
 Total Points **400**

A+	392-400	C	292-311
A	372-391	C-	280-291
A-	360-371	D+	272-279
B+	352-359	D	252-271
B	332-351	D-	240-251
B-	320-331	F	239-or less
C+	312-319		

Course Schedule

<i>Week of</i>	<i>Topics</i>	<i>Assignments</i>
Week 1 Jan 14-20	<p>Class overview and Introduction to International Entrepreneurship</p> <p>Textbook Chapters *Ch. 1 Global Entrepreneurship and Global Business *Ch. 2 Some Key Determinants of Entrepreneurship *Chapter 17 Direct Selling Worldwide</p>	<p>*Respond to discussion board for class and introduce yourself to the class. In your introduction, identify a country you would like to study in-depth for the semester and share through the discussion board. Introductions due by January 15 at 11:59 pm.</p> <p>*Take the ENT Propensity and PsyCap surveys, due by Jan 20 11:59 pm</p> <p>*Read syllabus thoroughly *Read Ch. 1, 2, 17 *Review Power Point Slides * Watch Videos on Direct Selling *Complete Discussion Questions on Book Chapters, Journal Articles, and Posts</p>
Week 2 Jan 21-27	<p>Textbook Chapters *Ch. 3 Global Entrepreneurship Strategy</p> <p>Journal Articles 1 and 2</p> <p>Case *Starbucks International Enters Kuwait</p>	<p>*Read Ch. 3 Journal articles *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapter, Journal Articles, and Posts</p>
Week 3 Jan 28-Feb 3	<p>Textbook Chapters *Ch. 4 International Business Plan</p> <p>Journal Articles 3</p> <p>Case *The Journey of Doorstep Entrepreneurship: Jaipur Rugs</p>	<p>*Read Ch. 4 Journal articles *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapter, Journal Articles, and Posts *Read Library Guide for the class *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.</p>

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<p>Week 4 Feb 4-10</p>	<p>Textbook Chapters *Ch. 5 Business Opportunities for Global Entrepreneurship *Ch. 6 Global Entrepreneurship Leadership Competencies Journal Articles 4 and 5</p>	<p>*Read Ch. 5 & 6 *Review Power Point Slides *Complete Discussion Questions on Book Chapter, Journal Articles, and Posts</p>
<p>Week 5 Feb 11-17</p>	<p>Textbook Chapters Ch. 7 Exporting for Entrepreneurs Journal Articles 6</p>	<p>*Read Ch. 7 *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapter, Journal Articles, and Posts</p>
<p>Week 6 Feb 18-24</p>	<p>Textbook Chapters *Ch. 8 Global Economics and Finance Journal Articles 7 and 8</p> <p>Case *The Case of the Elegant Shoplifter</p>	<p>*Read Ch. 8 *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapter, Journal Articles, and Posts</p>
<p>Week 7 Feb 25- Mar 3</p>	<p>Textbook Chapters *Ch. 9 Cross-Cultural Customs and Communication Styles Journal Articles 9 and 10</p> <p>Case *Al-Baharr & Jacorossi Engineering & Contracting Company</p>	<p>*Read Ch. 9 and Journal articles *Review Power Point Slides *Watch Videos on Cases *Complete Discussion Questions on Book Chapter, Journal Articles, and Posts</p>
<p>Week 8 Mar 4-10</p>	<p>SPRING BREAK</p>	<p>Have fun!</p>
<p>Week 9 Mar 11-17</p>	<p>Textbook Chapters *Ch. 10 A Knowledge Approach to Developing Global Entrepreneurs Journal Articles 11</p> <p>Case *The Hit and Run Expatriate Employees</p>	<p>*Read Ch. 10 and Journal articles *Review Power Point Slides *Watch Videos on Cases *Complete Discussion Questions on Book Chapter, Journal articles, and Posts</p>

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<p>Week 10 Mar 18-24</p>	<p>Textbook Chapters * Ch. 11 International Franchising and Other Forms of Entrepreneurship</p> <p>Guest Speakers on Video *Gary Fly, former Franchisee, Waffle House *Andy Strand, Subway Franchisee *Video – Introduction to Franchising – Building a Franchise – The SUBWAY Model</p> <p>Journal Articles 12 and 13</p> <p>Articles *America's Best and Worst Food Franchises / Top Franchises 2016</p>	<p>*Read Ch. 11 and Journal articles *Review Power Point Slides *Watch Videos on Cases *Complete Discussion Questions on Book Chapter, Journal articles, and Posts</p>
<p>Week 11 Mar 25- 31</p>	<p>Textbook Chapters *Ch. 12 Going International? Alternative Modes of Entry</p> <p>Journal Articles 14 and 15</p>	<p>*Read Ch. 12 and Journal articles *Review Power Point Slides *Complete Discussion Questions on Book Chapters, Journal articles, and Posts</p>
<p>Week 12 Apr 1-7</p>	<p>Textbook Chapters Ch. 13 Central and Eastern Europe Ch. 14 Entrepreneurship in Emerging Markets</p> <p>Journal Articles 16 and 17</p> <p>Case *A Romanian Entrepreneur’s Success-Florin Talpes (Casebook)</p>	<p>*Read Ch. 13, Ch. 14 and Journal articles *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapters, Journal articles, and Posts</p>
<p>Week 13 Apr 8-14</p>	<p>Textbook Chapters Ch. 15 Latin America Ch. 16 China</p> <p>Journal Articles 18, 19, and 20</p>	<p>*Read Ch. 15, Ch. 16 and Journal articles *Review Power Point Slides Complete Discussion Questions on Journal articles and Posts</p>
<p>Week 14 Apr 15-21</p>	<p>International Business Model OR International Case Follow Templates Provided</p>	<p>*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.</p>

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Week 15 April 22 -28	Presentations	*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
Last Week: April 29-May 1		*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

Journal Article List

Week 2

1-Landström, H. (2015). Routledge Companion to Entrepreneurship. Entrepreneurship research and its historical background, Chapter 2, pp. 21-40. Abingdon, OX: Routledge.

2-Terjesen, S., Hessels, J., & Li, D. (2013). Comparative international entrepreneurship: A review and research agenda. *Journal of Management*, 42(1), 299-344.

Week 3

3-Wirtz, B. W., Pistoia, A., Ullrich, S., & Götzel, V. (2016). Business models: Origin, development and future research perspectives. *Long Range Planning*, 49(1), 36-54.

Week 4

4-Kuratko, D.F. (2007). Entrepreneurial leadership in the 21st Century. *Journal of Organizational and Leadership Studies*, 13(4), 1-11.

5-Gupta, V., MacMillan, I.C., & Surie, G. (2004). Entrepreneurial leadership: Developing and measuring a cross-cultural construct. *Journal of Business Venturing*, 19(2), 241-260.

Week 5

6-Cieslik, J., Kaciak, E., & Welsh, D.H.B. (2010). The effect of early internationalization on survival, consistency, and growth of export sales. *Journal of Small Business Strategy*, 21(1), 39-64.

Week 6

7-Acs, Z. (2006). How is entrepreneurship good for economic growth? *Innovations*, 1(1), 97-107.

8-Welsh, D. H. B., & Raven, P. (2006). Family business in the Middle East: An exploratory study of retail management in Kuwait and Lebanon. *Family Business Review*, 19(1), 29-48.

Week 7

9-Stough, R., Welter, F., Block, J., Wennberg, K., & Basco, R. (2015). Family business and regional science: "Bridging the gap." *Journal of Family Business Strategy*, 6(4), 208-218.

10-Basco, R. (2015). Family business and regional development-A theoretical model of regional familiness. *Journal of Family Business Strategy*, 6(4), 259-271.

Week 9

11-Acs, Z., Szerb, L., & Lloyd, D. (2017). 2018 Global entrepreneurship index. Washington, DC: The Global Entrepreneurship and Development Institute.

Week 10

12-Ketchen, D.J., Jr., Short, J.C., & Combs, J.G. (2011). Is franchising entrepreneurship? Yes, no, and maybe so. *Entrepreneurship Theory & Practice*, 35(3), 583-593.

13-Falbe, C.M., & Welsh, D.H.B. (1998). NAFTA and franchising: A comparison of the situational factors affecting perceptions of business success in Canada, Mexico, and the United States. *Journal of Business Venturing*, 13(2), 151-171.

Week 11

14-Welsh, D.H.B., Kaciak, E., & Thongpapanl, N. (2016). Influence of stages of economic development on women entrepreneurs' startups. *Journal of Business Research*, 69(11), 4933-4940. (7 country study).

15-Welsh, D.H.B., & Kaciak, E. (2018). Women's entrepreneurship: A model of business-family interface and performance. *International Entrepreneurship & Management Journal*, 14(1), 1-11. DOI: 10.1007/s11365-018-0507-6

Week 12

16-Simon-Moya, V., Revuelto-Taboada, L., & Guerrero, R. (2014). Institutional and economic drivers of entrepreneurship: An international perspective. *Journal of Business Research*, 67(5), 715-721.

17-Welsh, D.H.B., Kaciak, E., Memili, E., & Minialai, C. (2018). Business-family interface and the performance of women entrepreneurs: The moderating effect of economic development. *International Journal of Emerging Markets*, 13(2), 330-349. DOI 10.1108/IJoEM-03-2017-0095.

Week 13

18-Zhang, M., Knight, G., & Tansuhaj, P. (2014). International performance antecedents in emerging market SMEs: Evidence from China. *Journal of Global Marketing*, 27(3), 161-177.

19-Welsh, D.H.B., Kaciak, E., Memili, E., & Zhou, Q. (2017). Work-family balance and marketing capabilities as determinants of Chinese women entrepreneurs' firm performance. *Journal of Global Marketing*, special issue on the Role of Gender in Global Marketing, 30(3), 174-191.

20-Welsh, D.H.B., Kaciak, E., Trimi, S., & Mainardes, E.W. (2017). Women entrepreneurs and family firm heterogeneity: Evidence from an emerging economy. *Group Decision and Negotiation*, (in press). DOI: 10.1007/s10726-017-9544-8.

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:

https://bryan.uncg.edu/wp-content/uploads/2017/08/faculty_student_guidelines.pdf

Accessibility Policy (Distance Learning)

<http://ods.uncg.edu/policies-procedures/distance-learning/>

Academic Recourses

<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:

http://bryan.uncg.edu/wp-content/uploads/2012/08/faculty_student_guidelines.pdf

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_cO3o3IOra7jvBNX (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