



Bryan School of Business and Economics
MBA 745-Z02: Experience Business Abroad (Prague)
Spring 2019 (January 14-May 1, 2019)

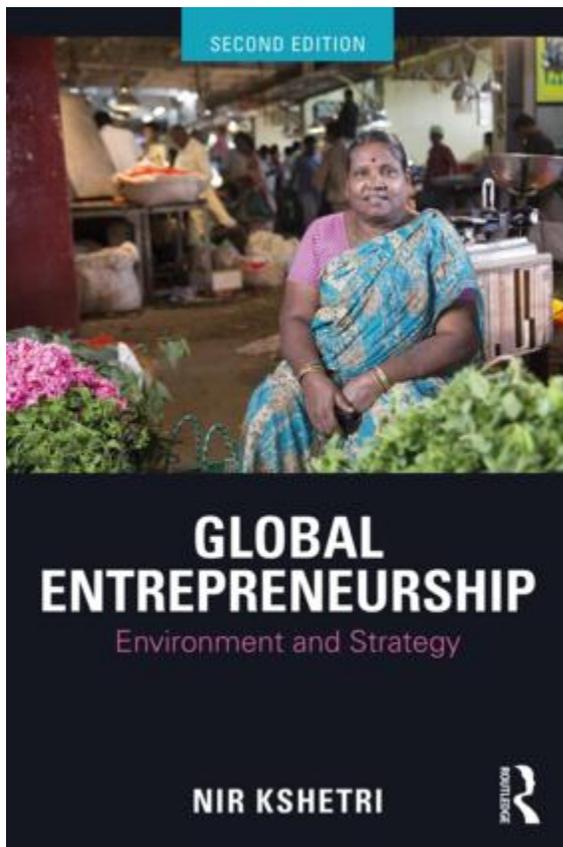
This syllabus is subject to change to accommodate instructional and/or student needs.

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Suggested Text:

Kshetri, Nir. 2019. Global Entrepreneurship: Environment and Strategy, 2nd edition, Routledge: New York



Catalog Description

Practices and principles involved in conducting business in a specified country. Lectures and seminars by local academicians and site visits and lectures by foreign business people. May be repeated if offered in a different country.

Course Requirements

MBA 745 is offered in the following format: We will have meetings in February 2019 to explain the basis of the course and the requirements. Then we will travel to Prague, Czech Republic (**Czechia**). Plant/organization visits and meetings have been arranged. A number of experts are scheduled to deliver lectures on various business related topics covering Czech Republic and the European Union. In addition, sight-seeing and cultural enrichment side trips will be offered.

Evaluation and Grading Policy

Participation, Conduct & Teamwork (200 points)

Attendance is required at all lectures and activities during the visit at Czech Republic. Each course participant will be expected to be on time, alert and attentive. To receive any credit for attendance, you must attend the entire session. Each course participant must also actively engage in all discussions, presentation and company visits.

Personal Journal (200 points)

A formal presentation of the daily experiences (integrated with your additional research) will focus on cultural and educational experiences in Czech Republic.

Each student will be required to keep a detailed journal, which should include observations of the following: cultural/historical differences between the U.S. and Czech Republic (e.g. food, dress, social interactions, behaviors, cultural activities, etc.), business differences (e.g. management, marketing, finance, entrepreneurial activities, government regulation and the roles of the EU) as well as economic, infrastructural and technological differences.

Each course participant is required to submit an individual, formal report covering the points (about 2,000 words) by April 19, 2019. The grade for this part will be based on the overall breadth and depth of observations, and the quality of written communication. It should include all the daily activities and business meetings (lectures, trips, etc.) that you attended. Your notes should focus on what you learned from the meetings, with special focus on social, cultural, historical, political and economic perspectives.

Online Participation and Contribution (200 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 the trip. Your posts enhance and enrich not only your own learning but also that of your fellow course participants. Online discussion topics include international business plans and cultural and business differences between the U.S. and Czech Republic. It is okay to have some overlapping between your discussion posts and daily journal entries. However, each discussion post is expected to provide in-depth coverage of one topic (e.g., differences in entrepreneurial finances between Czech Republic and the U.S.).

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 evenly distributed throughout the session?
- f) Are they sufficient long (that is, at least 3 paragraphs)?
- g) Are they insightful and provide the reader with new ideas?

You are required to post at least FIVE items.

The last day for posting on Discussions is **April 1, 2019**. Please copy all your posts in ONE word document and email me by **April 9, 2019**. Make sure that each post has the date you posted on Canvas.

International Business Plan (250 points)

Working in a group of three to four course participants, you will develop an international business plan (IBP), which will involve starting a new business in Czech Republic. Note that an IBP describes internal and external elements associated with internationalizing a business. An IBP thus demonstrates the feasibility of internationalizing and helps organize associated activities.

You can follow the format/template provided in Appendix 3 of the following book: Kshetri, Nir. 2019. *Global Entrepreneurship: Environment and Strategy*. The final report is expected to be around 6,500 words.

You also have an option to work individually instead of in a group. If you work individually, your report is expected to be around 4,000 words.

More details and information about the expected format will be available at Canvas.

(Team) Presentation (and Peer Review) (150 points)

Each team (or individual) will formally present the international business plan. Each group's presentation will count for 75 points. Assessment of your contribution by other members of your team will count for 75 points. All group members are required complete a peer evaluation form provided by the professor.

The peer review component is not applicable for individual IBP reports and presentation. The presentation will count for all 150 points in this case.

Grading Scale:

Points possible for the various evaluation components are summarized below:

Component	Points possible
Participation and Conduct	200
Personal Journal	200
Online Participation and Contribution	200
International Business Plan	250
(Team) Presentation (and Peer Review)	150
Total	1,000

Scoring System for the Final Grade

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

Score	Grade	Score	Grade
965 – 1,000	A	790 – 819	B-
930 – 964	A-	760 – 789	C+
870 – 929	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 (1/14-20)		You may consider posting an item on Discussions as a part of Online Participation and Contribution
2 (1/21-27)		You may consider posting an item on Discussions as a part of Online Participation and Contribution
3 (1/28-2/3)		You may consider posting an item on Discussions as a part of Online Participation and Contribution
4 (2/4-10)	Mandatory Pre-Departure Meeting Friday, February 8, from 5:30-6:30 pm in Bryan 416	
5 (2/11-17)		You may consider posting an item on Discussions as a part of Online Participation and Contribution
6 (2/18-24)		You may consider posting an item on Discussions as a part of Online Participation and Contribution
7 (2/25-3/3)	3/2 Depart for Prague Deadline to for a group for International Business Plan (IBP): 2/26 3/3 Arrive Prague: “Exploring the beauty of Prague”	Details are available in Itinerary
8 (3/4-10)	3/4-8: Visiting companies/historical sites 3/9: Depart Prague	Details are available in Itinerary
9 (3/11-17)		You may consider posting an item on Discussions as a part of Online Participation and Contribution
10 (3/18-24)		You may consider posting an item on Discussions as a part of Online Participation and Contribution
11 (3/25-31)		You may consider posting an item on Discussions as a part of Online Participation and Contribution

12 (4/1-7)	4/5: International Business Plan (IBP) presentations from 5:30-7:00 pm (Details TBA)	The last day for posting on Discussions is April 1, 2019
13 (4/8-14)		Please copy all your posts in ONE word document and email me by April 9, 2019.
14 (4/15-21)		Personal journal due April 19, 2019: Please submit by 11:59 PM.
15 (4/22-28)	International business plan (IBP) report due: 4/28	Please submit IBP by 11:59 PM.
16 (4/29-5/1)		

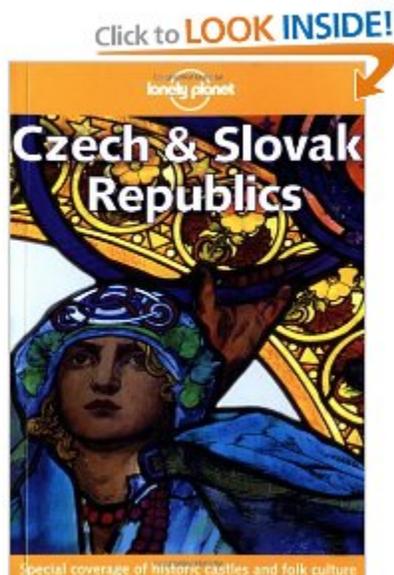
Possible Readings for IBP and Online Participation

1. Vliegthart, Arjan and Laura Horn, 2007. The role of the EU in the (trans)formation of corporate governance regulation in Central Eastern Europe – The case of the Czech Republic, *Competition and Change*, 11(2), 137-154
2. Kay, Neil. 2007. Foreign direct investment in the Czech Republic: a challenge for domestic firms, http://ec.europa.eu/economy_finance/publications/publication10071_en.pdf
3. Clark, Ed and Soulsby, Anna.2009. Perceptions of MNC management: Local parent sensemaking in international joint venture process, *Journal for East European Management Studies*, 14(3), 286-309.
4. Blažek, Jiří and Uhlíř, David. 2007. Regional Innovation Policies in the Czech Republic and the Case of Prague: An Emerging Role of a Regional Level?, *European Planning Studies*, 15(7), 871-888
5. Cinatl, Daniel. 2000. Online Grocery Retailing in the Czech Republic: A Case Study of Ganymed, *European Retail Digest*, 26, 39-40.
6. Leick, Birgit. 2011. Barriers to co-operation and competitive advantage: crossborder business networks of Saxon and Northern Bohemian firms, *Journal for East European Management Studies*, 16(2), 162-184
7. Soulsby, Anna and Clark, Ed. 2006. Changing patterns of employment in post-socialist organizations in Central and Eastern Europe: management action in a transitional context, *International Journal of Human Resource Management*, 17(8), 1396-1410.
8. Clark, Ed. 2004. Power, Action and Constraint in Strategic Management: Explaining Enterprise Restructuring in the Czech Republic. *Organization Studies*, 25(4), 607-627
9. Kshetri, Nir. 2019. Global Entrepreneurship: Environment and Strategy, Routledge: New York, Chapter 4, Entrepreneurship in OECD Economies
10. Kshetri, Nir. 2010. Business Perceptions of Regulative Institutions in Central and Eastern Europe", *Baltic Journal of Management*, 5(3), 356 - 377.

11. Kshetri, Nir (2009) “Entrepreneurship in Post-Socialist Economies: A Typology and Institutional Contexts for Market Entrepreneurship”, *Journal of International Entrepreneurship*, 7(3): 236-259.
12. Kshetri, Nir, Nicholas C. Williamson and Andreea Schiopu (2007) “Economics and Politics of Advertising: Evidence from the Enlarging European Union,” *European Journal of Marketing*, 41 (3/4), 349-366

Other recommended readings

1. Czech Republic Guide: Language, Culture, Customs and Etiquette (<https://www.commisceo-global.com/resources/country-guides/czech-republic-guide>)
2. Any non-technical book about institutional, cultural and business environment in Czech Republic such as: Lonely Planet Czech & Slovak Republics by Neil Wilson and Richard Nebesky. Also visit Lonely Planet websites at: Czech Republic (<http://www.lonelyplanet.com/czech-republic>) and (<http://www.lonelyplanet.com/thorntree/forum.jspa?forumID=15&keywordid=114>)



Final Examination:

There will be no final proctored examination.

Attendance Policy:

Participation points are given to each of the planned events for attendance. To earn these points, you must stay for the entire period. Students who miss a planned event are expected to get the notes from their classmates, and to request related handouts from the instructor.

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 eight books. His book, *Global Entrepreneurship: Environment and Strategy* (Routledge: New York) has been selected as an Outstanding Academic Title by Choice Magazine. He has published about 130 articles in various journals.

In December 2018, he spoke at the Plenary Session, Digital Technology and Sustainable Development: South-South Cooperation in the Digital World at the Hong Kong Summit of the United Nations Office for South-South Cooperation (UNOSSC) and the Finance Center for South-South Cooperation (FCSSC), a special consultative body of the United Nations Economic and Social Council (ECOSOC). 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 was the winner of IEEE IT Professional's Most Popular Paper Award in 2018. In January 2019, his paper "Blockchain-Enabled E-voting" was awarded by the 2019 Blockchain Connect Conference as the top eight winners of the Most Influential Blockchain Research Papers.

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, Asia Times, Channel News Asia, New York Daily News, New Boston Post, Observer and Salon. In March 2018, he gave a TED Talk about the potential roles of cryptocurrencies in fighting poverty.

Nir has travelled to about 100 countries. He has taught classes or presented research papers (about 200) at various national and international meetings/conference in Azerbaijan, Argentina, Belgium, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, Hong Kong, India, Indonesia, Italy, Japan, Kazakhstan, Lithuania, Macao, Malaysia, Mexico, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Peru, Portugal, Rwanda, 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, Uganda, Vanuatu and Vietnam.

