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
Office: 328 Bryan
Office Phone: 336-256-8507
Fax: 336-334-5580
E-mail: dhwelsh@uncg.edu

Office hours: 6:00-7:00 pm Tuesday (in Canvas WebEx) or by appointment. Students must login by 6:05 pm so I know you joined the meeting. If there are no participants by 6:15 pm, WebEx will close. If you cannot join the WebEx, you can listen to the recordings for about 3 weeks.

COURSE DESCRIPTION: This course is for students interested in starting, joining, or expanding international ventures. It examines dimensions affecting entrepreneurship, including modes of entry (direct selling, franchising, internet), economic, and formal/informal institutions.

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 entrepreneurship tools and concepts to identify, launch, grow, and manage international ventures.
5) Assess economic and institutional factors affecting entrepreneurship in the global economy.
6) Develop a sensitivity to cultural differences on a global scale from the perspective of entrepreneurship.
7) Evaluate modes of entry (direct selling, franchising, internet) for an existing or new company to enter international markets.

REQUIRED TEXTS:
Available in paperback and eBook from the publisher and at the bookstore.

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 104
Video Presentation 65
Mini-cases 12 (3 mini-cases x 4 points each)
Academic Articles 63 (9 Academic Article questions x 7 points)
Surveys 8 (ENT Prop & PsyCap-Must take both at the start/end of class for pts.)
Total Points 400

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<thead>
<tr>
<th>Grade</th>
<th>Minimum</th>
<th>Maximum</th>
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<tr>
<td>A</td>
<td>372-400</td>
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<tr>
<td>A-</td>
<td>360-371</td>
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<td>B+</td>
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<td>C+</td>
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<td>Week of</td>
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<td>Week 1</td>
<td>Class overview and Introduction to International Entrepreneurship</td>
<td>*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 (One country per student per class, first come first serve). Introductions due by January 15 at 11:59 pm. On a first come, first serve basis (one country per person).</td>
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<tr>
<td>Jan 13-19</td>
<td>Textbook Chapters</td>
<td>*Take the ENT Propensity and PsyCap surveys, due by Jan 19 11:59 pm</td>
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<td>*Ch. 1 Global Entrepreneurship and Global Business</td>
<td>*Read syllabus thoroughly</td>
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<td>*Ch. 2 Some Key Determinants of Entrepreneurship</td>
<td>*Read Ch. 1, 2, 17</td>
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<td>*Chapter 17 Direct Selling Worldwide</td>
<td>*Review Power Point Slides</td>
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<td>Case: Mary Kay Goes International</td>
<td>*Watch Videos</td>
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<td>Journal Articles</td>
<td>*Complete Discussion Questions on Book Chapters, Case, and Posts</td>
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<td>Week 2</td>
<td>Textbook Chapters</td>
<td>*Read Ch. 3 Journal articles</td>
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<td>Jan 20-26</td>
<td>*Ch. 3 Global Entrepreneurship Strategy</td>
<td>*Review Power Point Slides</td>
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<td>Journal Articles</td>
<td>*Watch Videos</td>
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<td>1 and 2</td>
<td>*Complete Discussion Questions on Book Chapter, Journal Articles, Cases and Posts</td>
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<td>Case</td>
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<td>*Starbucks International Enters Kuwait</td>
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<td>Mini-Case</td>
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<td>Boeing vs. Airbus</td>
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<td>Week 3</td>
<td>Textbook Chapters</td>
<td>*Read Ch. 4 Journal articles</td>
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<td>Jan 27-Feb 2</td>
<td>*Ch. 4 International Business Plan</td>
<td>*Review Power Point Slides</td>
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<td>Journal Articles</td>
<td>*Watch Videos</td>
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<td>*Complete Discussion Questions on Book Chapter, Journal Articles, Case, and Posts</td>
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<td>Case</td>
<td>*Read Library Guide for the class</td>
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<td>*The Journey of Doorstep Entrepreneurship: Jaipur Rugs</td>
<td>*International Business Model Idea or International Case Idea Due is 28th of Jan 11:59 pm and respond to at least 3 classmates’ responses no later than 2nd of February (Sunday) 11:59 pm.</td>
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<td>Mini-Case</td>
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<td>Dr. Shingle</td>
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<td>Week 4</td>
<td>Textbook Chapters</td>
<td>*Read Ch. 5 &amp; 6</td>
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<td>Feb 3-9</td>
<td>*Ch. 5 Business Opportunities for Global Entrepreneurship</td>
<td>*Review Power Point Slides</td>
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<td>*Ch. 6 Global Entrepreneurship</td>
<td>*Complete Discussion Questions on Book Chapters, Journal Articles, and Posts</td>
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<td>Week</td>
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<td>Textbook Chapter</td>
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<td>周5</td>
<td>Feb 10-16</td>
<td>*Read Ch. 7</td>
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<td>*Review Power Point Slides</td>
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<td>*Complete Discussion Questions on Book Chapter, Journal Article, and Posts</td>
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<td>周6</td>
<td>Feb 17-23</td>
<td>*Read Ch. 8</td>
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<td>*Review Power Point Slides</td>
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<td>*Complete Discussion Questions on Book Chapter, Journal Article, and Posts</td>
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<td>周7</td>
<td>Feb 24-3 Mar 1</td>
<td>*Read Ch. 9 and Journal articles</td>
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<td>*Review Power Point Slides</td>
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<td>*Complete Discussion Questions on Book Chapter, Journal Article, Case and Posts</td>
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<td>周8</td>
<td>Feb 29-Mar 8</td>
<td>SPRING BREAK</td>
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<td>周9</td>
<td>Mar 9-15</td>
<td>*Read Ch. 10, Journal article, and case</td>
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<td>*Review Power Point Slides</td>
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<td>*Complete Discussion Questions on Book Chapter, Journal articles, Case and Posts</td>
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| Week 10  
Mar 16-22 | **Textbook Chapters**  
Ch. 11 International Franchising and Other Forms of Entrepreneurship  
**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 and Questions**  
12 and 13  
**Articles**  
America's Best and Worst Food Franchises / Top Franchises 2016 | *Read Ch. 11, Journal articles, and outside article  
*Review Power Point Slides  
*Watch Videos on Cases  
*Complete Discussion Questions on Book Chapter, Journal articles, and Posts |
| Week 11  
Mar 23-29 | **Textbook Chapter**  
Ch. 12 Going International? Alternative Modes of Entry  
**Journal Articles and Questions**  
14 and 15 | *Read Ch. 12 and Journal articles  
*Review Power Point Slides  
*Complete Discussion Questions on Book Chapters, Journal articles, and Posts |
| Week 12  
Mar 30-Apr 5 | **Textbook Chapters**  
Ch. 13 Central and Eastern Europe  
Ch. 14 Entrepreneurship in Emerging Markets  
**Journal Articles and Questions**  
16 and 17  
**Mini Case**  
A Romanian Entrepreneur’s Success- Florin Talpes | *Read Ch. 13, Ch. 14, Journal articles, Case  
*Review Power Point Slides  
*Watch Videos  
*Complete Discussion Questions on Book Chapters, Journal articles, Case, and Posts |
| Week 13  
Apr 6-12 | **Textbook Chapters**  
Ch. 15 Latin America  
Ch. 16 China  
**Journal Articles and Question**  
18, 19, and 20 | *Read Ch. 15, Ch. 16 and Journal articles  
*Review Power Point Slides  
Complete Discussion Questions on Journal articles and Posts |
| Week 14 Apr 13-19 | International Business Model OR International Case  
| Follow Templates Provided | *Complete the International Business Model and Attachments OR International Case ALL WRITTEN BUSINESS MODELS OR CASES AND POWER POINT SLIDES DUE April 19 11:59 pm. Both Choices Must Include Journal Articles and a reference list. |
| Week 15 April 20-26 | Presentations | *Your Video due (Business Model or Teach the Case) April 24 11:59 pm Posts on feedback on 3 others’ videos due by April 26 11:59 pm |
| Last Week: April 27-May 3 | | *Take the ENT Propensity and PsyCap Surveys (must take both at beginning and end of class to earn points) Due May 3 at 11:59 pm |

**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_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