

University of North Carolina at Greensboro  
Bryan School of Business and Economics  
Department of Marketing, Entrepreneurship, Hospitality and Tourism  
Fall 2020  
ENT/BUS 342-01 International Entrepreneurship  
**Online**

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**Office Hours:** Virtual meetings by appointment

**CREDITS:** 3

**TEXTBOOK:**

Kshetri, Nir. (2019). *Global Entrepreneurship: Environment and Strategy*, Routledge: New York (2<sup>nd</sup> edition), 9781138311213.

<https://www.routledge.com/Global-Entrepreneurship-Environment-and-Strategy-2nd-Edition/Kshetri/p/book/9781138311213>

**PREREQUISITES:** None.

**FOR WHOM PLANNED:**

This course is designed for students for all majors 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.

**COURSE OVERVIEW AND EXPECTATIONS:**

Business ventures are becoming increasingly global. For a venture, opportunities, resources, uncertainties and customers thus can come from anywhere in the world. In a related sense, countries characterized by economic, social and political environments that are conducive to entrepreneurship tend to grow and develop faster.

This course examines: (a) how entrepreneurs create and manage business ventures that have international dimensions; and (b) how economic factors, physical factors, trade factors and formal and informal institutions affect entrepreneurship.

This course is multidisciplinary in nature and scope and provides broad global perspectives on cultures, nations and sub-nationalities in the industrialized and developing world from the standpoint of entrepreneurship. This course also examines how cultural, social, political, economic and historical changes taking place in the world, especially in the economies in

transition, affect entrepreneurial development. It places a special emphasis on inter-connections between regions through such mechanisms as global flow of goods, services, labor, capitals, technology and people; and the roles of supra-national institutions (e.g., the OECD). The course will be organized around three major topics: (1) international entrepreneurship: drivers, performance, and impact, (2) entrepreneurship in economies with diverse economic and institutional conditions, and (3) international entrepreneurship cases.

### **STUDENT LEARNING OUTCOMES:**

**At the completion of the course, students will be able to:**

- 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) Demonstrate 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) Demonstrate sensitivity to cultural differences on a global scale from the perspective of entrepreneurship.

### **TEACHING METHODS, TECHNOLOGY REQUIREMENTS, AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:**

#### **Format**

This online course requires you to participate in exams, discussion assignments, and case analyses. A laptop/desktop computer is required to have regular access to internet, canvas, e-mail, word doc, pdf, and videos. Tentative outline of activities is provided in this syllabus.

Operations at various stages of the entrepreneurial process will be examined in a range of countries across continents.

#### **Topics covered include**

- Initiating international entrepreneurial ventures
- Market entry and international expansion
- Forming international alliances
- Negotiations in the international context
- Managing the growth of an international venture
- Managing entrepreneurial ventures under changing contexts
- Traditional financing in a range of economies

- Cross-border financing (including the development of venture capital in different countries)
- Formal and informal institutions influencing entrepreneurship
- Entrepreneurial promotion institutions and mechanisms (including High-technology clusters and other local government supports)
- Cultural, ethical, legal and human resource issues facing the global entrepreneur
- Entrepreneurship in emerging economies with special emphasis on Africa, China and India.

### **Evaluation and Grading Policy:**

Canvas is an important component of this course. You are expected to login regularly, complete and submit assignments and take exams. Please, refer to the due dates in the calendar section of this syllabus.

*Exam 1 (250 points)*

*Exam 2 (250 points)*

*Exam 3 (250 points)*

Details about the exams will be available on the Canvas. Please, inform the instructor and 6TECH as soon as possible, if you have a technical problem in completing an exam on the Canvas.

*Case Study (100 points)*

Read the case on Kaspersky Lab (p. 136-143) and answer the following questions:

“Q1. Perform a SWOT analysis for KL

Q2. What were some of the technological developments that have made it possible for developing world-based companies such as KL to compete with industrialized world-based firms?

Q3. From the KL’s standpoint, how would you segment the potential market for anti-virus products? Evaluate KL’s performances in each of the segments.

Q4. Did KL’s Russian origin lead to an adverse perceived impact on its brand image? What were some of the activities KL did to enhance its brand and overcome the negative COO? What other activities would you suggest to strengthen its brand globally?

Q5. Would an IPO strengthen KL’s market position vis-à-vis its rivals? How?”

*(2-3 pages, double spaced)*

*Discussion 1 (50 points)*

Answer the question: “Select an economy which is among the most friendly to small businesses (e.g., New Zealand) and another economy that is among the least friendly to small businesses (e.g., Indonesia). Do some research on determinants of entrepreneurship in these countries and compare them. What conclusions can you draw?” *(1 page, double spaced)*

*Discussion 2 (50 points)*

Answer the question: “Select an FSU&CEE economy. What are the natures of formal and informal institutions for entrepreneurial activities in the economy you selected? How have they changed in recent years?” (1 page, double spaced)

*Discussion 3 (50 points)*

Answer the question: “How effective are the Western approaches of debt relief and economic aid to promote economic development and entrepreneurship in Africa?” (1 page, double spaced)

A	936 - 1000	C+	710 – 749
A-	870 – 935	C	670 – 709
B+	830 – 869	C-	630 – 669
B	790 – 829	D+	590 – 629
B-	750 – 789	D	550 – 589
		F	0 – 549

**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:

<http://academicintegrity.uncg.edu/complete/>

**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://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf)

**Attendance Policy**

**Face-to-face classes:** Participation points are given to each class for attendance. To earn these points, you must be in attendance when role is taken and stay for the entire class period.

**Online classes:** You are expected to login regularly, complete and submit assignments, and participate in discussions. Please refer to above Evaluation and Grading Policy section for details.

**Late Work Policy**

Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis. If an exception is granted, there will be a 25% point subtraction for each day the assignment is handed in (submitted online for online course) late.

## **Religious Observances**

1. The University allows for a limited number of excused absences each academic year for religious observances required by the faith of the student.
2. Students must notify the instructor of absences two weeks in advance of the date of the religious observance. Also, it is required that the nature of the religious observance is specified and the student's participation be confirmed in writing by an official of the religious organization.
3. When appropriate notice is given above as specified under point two above, the student will be granted at least two excused absences under this policy and will be allowed to make up work and tests missed due to these particular absences. With regard to any test or other assignment that a student would miss due to notice of a required religious observance, the student is required to complete the test or assignment in advance of the originally scheduled date of the test or assignment. Beyond the minimum terms and limits of this policy, the instructor maintains authority to establish and enforce the attendance policy for this course.
4. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

## **Health and Wellness**

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. 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. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu)

## **COVID-19 Spartan Shield Video**

UNCG Chancellor Frank Gilliam encourages us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves, but rather more to protect everyone around us. It shows that you care about the well-being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important. Please watch this video before the first day of classes:

<https://youtu.be/Mb58551qxEk>

## Calendar\*

DATE	TOPIC	TEXT	DUE
Week of August 18	Global Entrepreneurship: The Current Status, Definitions, Types and Measures	Ch. 1	. Read Ch. 1  . Submit <u>Discussion 1</u> to Canvas by <u>August 24, 11pm</u>
Week of August 24	The Entrepreneurial Ecosystem and Its Components	Ch. 2	. Read Ch. 2
Week of August 31	Sources of Entrepreneurial Finances and Their Variation across the World	Ch. 3	. Read Ch. 3  . Review Ch. 1-3 for Exam 1 on Sep. 8 Tuesday (Labor Day Holiday Sep. 7, Monday), 5am-11pm
September 8 Tuesday (Sep. 7 Monday Labor Day Holiday)	<b><u>Exam 1</u></b> <b><u>September 8, Tuesday, 5am-11pm</u></b> <b><u>(Ch. 1-3)</u></b>		
Week of September 14	Entrepreneurship in OECD Economies	Ch. 4	. Read Ch. 4
Week of September 21	Entrepreneurship in Post-Socialist Economies in Former Soviet Union and Central and Eastern Europe	Ch. 5	. Read Ch. 5  . Submit <u>Discussion 2</u> to Canvas by <u>Sep. 28, 11pm</u>
Week of September 28	Entrepreneurship in the Gulf Cooperation Council Economies	Ch. 6	. Read Ch. 6  . Review Ch. 4-6 for Exam 2 on October 5
October 5	<b><u>Exam 2</u></b> <b><u>October 5, 5am-11pm</u></b> <b><u>(Ch. 4-6)</u></b>		
Week of October 12	<b><u>Case Study</u></b> <b><u>Kaspersky Lab (p. 136-143)</u></b>		. Read the Case and submit the written assignment by answering 5 questions (indicated on the syllabus and at

			canvas) by <b><u>October 19, 11pm</u></b>
Week of October 19	Entrepreneurship in Africa	Ch. 7	. Read Ch. 7 . Submit <b><u>Discussion 3</u></b> by <b><u>October 26, 11pm</u></b>
Week of October 26	Entrepreneurship in China	Ch. 8	. Read Ch. 8
Week of November 2	Entrepreneurship in India	Ch. 9	. Read Ch. 9
Week of November 9	Entrepreneurship in Latin America	Ch. 10	. Read Ch. 10
Week of November 16	. <b>Optional Extra Credit Assignment</b> . Review for Exam 3		. Submit the optional extra credit assignment by <b><u>November 23, 11pm</u></b>
Week of November 23	<b>Review for Exam 3</b>		. Review Ch. 7-9 for Exam 3 on November 30
November 30	<b><u>Exam 3</u></b> <b><u>November 30, 5am-11pm</u></b> <b><u>(Ch.s 7-10)</u></b>		

\*The calendar is subject to change as the semester progresses to accommodate instructional and/or other needs.