

University of North Carolina at Greensboro

Bryan School of Business and Economics

Department of MEHT

Fall 2024

ENT/BUS 206 Start Something Globally Sustainable!

ONLINE

Keith Hamm no reprints or reproductions without permission

Course Coordinator: Mr. Keith Hamm **Email:** kjhamm@uncg.edu

Office Hours: 4:00 – 5:00 PM Monday (Except Holidays) in Canvas Zoom by appointment. **NOTE:** Students should join by 4:00 pm and not later than 4:05 pm. If there are no participants by 4:15 pm the meeting will close. There are recording in Canvas Studio, Microsoft Teams, Cloud.

CREDITS: 3

FOR WHO SHOULD TAKE THIS COURSE: This is an introductory Entrepreneurship course that includes global engagement, intercultural learning, and sustainability in developing a business model. The course will include special emphasis for developing an **e-sports business** model. Students may have opportunity to vie for a business loan to start their proposed business. It is open to all students across campus. The course is helpful for anyone looking to start a sustainable global business.

Also, exam dates are fixed (not subject to change for individuals) and you need to be sure that you are available during exam dates which are; SUNDAY Oct. 6, 12:00 – 6:00PM (ENTER BY 4:00PM) and SUNDAY Nov 3, 12:00 – 6:00PM (ENTER BY 4:00PM). If you are not available during these dates, please drop the class. The exam will only take approximately 1 hour during these time periods.

COURSE DESCRIPTION: Students learn the basics of establishing a new business from idea to inception while identifying dynamic elements of culture and environmental systems through the finalized sustainable global business, esports application, and direct selling assignment. Students have the opportunity for a loan to establish a viable business.

REQUIRED TEXTS (1):

Swanson, L. A. (2020). *Entrepreneurship and Innovation Toolkit*, 2nd ed.

Can be downloaded for **FREE:**

[https://biz.libretexts.org/Bookshelves/Business/Entrepreneurship/Book%3A_Entrepreneurship_and_Innovation_Toolkit_\(Swanson\)/00%3A_Front_Matter](https://biz.libretexts.org/Bookshelves/Business/Entrepreneurship/Book%3A_Entrepreneurship_and_Innovation_Toolkit_(Swanson)/00%3A_Front_Matter). (free)

COURSE OBJECTIVES:

- **Recognize** student's personal interests and applicability to the areas of entrepreneurship (business, social, global, environmental, economic) and how these vary from others.

- **Develop** a sustainable business model that includes assessing the interrelationships between individuals, businesses, institutions, cultures, and nations to recognize global entrepreneurial opportunities with particular emphasis on esports.
- **Identify** the steps in and processes of planning, decision- making and strategy development.
- **Analyze** the sustainability of your global sustainable business model in instilling values that promote justice, invent innovative approaches and solutions to the environment and economic challenges, and instilling civility in our communities locally and globally.
- **Evaluate** esports and direct selling opportunities for the current generation of university students worldwide how these might vary based on cultures.
- **Evaluate** the sustainability of your business model in connection with social equity, the environment, the national and international economies and cultures, and aesthetics.

DEFINITION OF GLOBAL ENTREPRENEURSHIP: “The discovery and evaluation of opportunities and the organization of resources to pursue opportunities across national borders to create new goods or services” (Puia, 2021).

DEFINITION OF SUSTAINABILITY: Sustainability is the enduring interconnectedness of social equity, the environment, economy, and aesthetics. This interconnectedness provides a foundation from which to discover, implement, and enrich sustainable principles and practice. The intent of sustainability is to instill values that promote justice, invent innovative approaches and solutions to environmental and economic challenges, and instill civility and grace into our communities.

EXPECTATIONS:

My goal is that you become a successful, educated entrepreneur who can seize an opportunity, deal with ambiguity, run with the ball when it makes sense, and grow your venture to success by the time you finish your Entrepreneurship courses.

Welcome to my class and I look forward to teaching you this semester.

For a full description of the Bryan School expectation and guidelines, see http://bae.uncg.edu/assets/faculty_student_guidelines.pdf

As **teacher** I PROMISE to:

1. Design informative modules with well thought-out presentations.
2. Design my class so you can accomplish my objectives listed in the syllabus.
3. Consider that it is not always your fault if you don't understand the material.
4. Create a mutually respectful environment.
5. Revisit an exam question if you have a concern.
6. Be available for office hours, as discussed above.

7. Respond to email within 48 hours except holidays and weekends unless there is a problem with internet connections.

As **students** you PROMISE to:

1. Be prepared for each week by reviewing previous notes and having completed assignments. Complete all work on time and thoughtfully. **Unless otherwise indicated on the syllabus, all assignments are due Sunday 11:59 pm.**

2. Consider it is not always my fault if you don't understand the material.

3. Treat others and me with respect.

4. Not use Artificial Intelligence in any form. The use of AI to generate any part of your assignments for this course constitutes a violation of the University's policy on plagiarism, because it represents thoughts or ideas of another as your own.

5. Study a minimum of 5 hours per week for this course

Evaluation and Grading Policy:

A	93-100%	B	83-86%	C	73-76%	D	60-66%
A-	90-92%	B-	80-82%	C-	70-72%	F	Below 60%
B+	87-89%	C+	77-79%	D+	67-69%		

Midterm Grade:

All instructors are now required by UNCG to post a midterm grade for each student.

In keeping with UNCG policy, I will post a midterm grade for you in UNCGenie between Sept. 16-27, 2024. That grade will not appear on your transcript or in your GPA calculations. Instead, it is intended to help you and your academic advisor understand how you are doing in the course up to that point. If you review your midterm grade and find it to be lower than you hoped, I encourage you to talk to me so we can make a plan together for your success. The midterm grade will be calculated as total points the student earned so far as of Sept. 16, 2024. divided by total points possible as of Sept. 16, 2024 (date midterm grades open for instructors to enter). Extra credit points (if applicable) will be added in at the end of the semester and will not be included in the midterm grade.

Assignments

Assignments	Coverage	Points Possible	Details	Percentage
1 Paragraph Business Model		5	Individual	1.06%
New Global Sustainable Business Model Report	This is your sustainable business model	60	Team	12.8%
New Global Sustainable Model Presentation	Prepare and give a 3 minute presentation with Powerpoint Slide discussing your business and business model	55	Team	11.7%
Canvas Logon and Introduce Yourself	Tell the class about yourself, your major, your business idea. What country are you considering for your business. (The U.S. is fine also)	10	Individual	2.12%
Exam #1	Ch. 1,2,3,4, and 5	100	Individual	21.27%
Exam #2	Ch. 1,2,3,4, and 5	100	Individual	21.27%
Chapter Discussions	10 points per chapter discussion	110	Individual	23.4%
Global Country Case	Research a company started in a foreign nation. Write a two-page report how this company can grow and become sustainable in 2025	30	Individual	6.38%

Total		470		100%
Extra Credit	Discussion with Hamm	25		

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/>

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:

<https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>

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. If an exception is granted, there will be a 25%-point subtraction for each day the assignment is handed in late.

Accessibility Policy (Distance Learning):

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

Technical Support

If you have a different system than UNCG computer system, we suggest changing with a system which is compatible with UNCG's system. Also, when you have technical difficulties, you should report to 6-TECH for assignments and test taking.

<https://its.uncg.edu/services>

Starfish

As part of a strategy to support students, UNCG now requires faculty to send in student performance reports via Starfish in weeks 4, 7, and 12. Their intention is to offer students help, and not to single anyone out. If you get an email from the University regarding any course, please take it as a sign of caring.

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Electronic Test: In this course, students will complete all tests and exams in Canvas. With the electronic version of the test, you will not be able to see more than one question at a time, and you will not be able to go back to questions after you have answered them. This course will require the use of LockDown Browser and Monitor for online exams, including the final. Students are responsible for making sure that their computer works with the Respondus Lockdown Browser and Monitor before attempting to take any test or exam. Failure to make sure that you can use the Respondus Lockdown Browser and Monitor may prevent you from completing a test or exam and may have an impact on your grade.

Review the following information sheet for more information about Respondus Lockdown Browser and Monitor:

<https://web.respondus.com/wp-content/uploads/2019/08/RLDB-QuickStartGuide-Instructure-Student.pdf>

Also Please review the video at this link:

<https://youtu.be/XuX8WoeAycs>

Here is a link to the page containing the software you will need.

<https://software.uncg.edu/Available/Respondus-Lockdown-Browser>

If you need assistance with the Respondus Lockdown Browser and Monitor Contact:

Information Technology Services

UNC Greensboro

Location 1400 Spring Garden Street

Greensboro, NC 27403

Mailing Address PO Box 26170,

Greensboro, NC 27402-6170

Telephone 336.334.5000

Technical Support

336.256.TECH (8324)

When taking an online test or exam, refer to the following REQUIREMENTS:

- Make sure the location you are taking the test/exam is free from interruptions.
- No one should be in the same room with you while you are taking any test or exam for ENT206 unless you are in a UNCG lab. Do not talk to anyone during the test.
- Turn off all mobile devices, phones, etc.
- Clear the area of all materials – books, papers, other devices
- Remain at the location for the entire test or exam
- LockDown Browser will prevent you from exiting the test or exam until all questions are

completed and submitted. You will not be able to access other websites or applications during tests or exams. Points: Tests represent 40 percent of your course grade. Students

are responsible for reviewing all course materials identified as a part of each module. Tests may consist of any combination of multiple-choice, true/false, and short essays. These questions will cover material from class activities, lectures, guest speakers, AND readings.

- **All cases of cheating and academic dishonesty will be referred to the UNCG Academic Integrity process.**
- It is the student's responsibility to make sure they have a computer that will work while they are taking tests and exams in this course.

A COMPUTER IS REQUIRED TO TAKE ALL Tests.

All Tests will be taken online. If you do not have a computer or laptop, you can borrow/rent a laptop from the library on a first-come, first-served basis. You cannot take exams without a computer. There are no paper exams. Tablets typically may not work effectively for taking exams. Be sure your computer can connect to Canvas before the test or exam day. You may need to visit ITS in McIver Building for assistance with getting online if you are having trouble. Tests are designed to include material from readings, podcasts, lectures, guest speakers & in-class assignments. Therefore, if you do not read or listen to course resources and complete course lectures/activities, it will be difficult to pass the class. You will not receive any additional extra individual credit assignments, and your grade will not be changed at the end of the semester for any reason except for a clerical error on my part.

DATE	TOPIC	TEXT	HOMEWORK DUE
Week 1 Aug 20-Aug 25	Chapter 1 Introduction to Entrepreneurship. Review of Syllabus – view video and read and understand syllabus	Ch 1.	Download Syllabus on Canvas. Login Canvas and enter into the discussion board. Introduce yourself include major, minor, work experience Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Read chapter 1.
Week 2 Aug 26- Sept 1	Global Sustainable Small Business Ideas: Chapter 2 Opportunity Recognition	Ch. 2	Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Read chapter 2.
Week 3 Sept 2- Sept 8	Monday No Class Labor Day Evaluating Entrepreneurial Opportunities – Chapter 3 Is the idea a real business	Ch 3	Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Read chapter 3.
Week 4 Sept 8 – Sept 15	Esports Video: What is Esports? Comparison of esports to sports, gaming influence on the future of esports		Watch Esports video Send in one paragraph Business Model Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm
Week 5 Sept 16 – Sept 22	Esports: How to start and grow a sustainable esports business		Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm Global Business Paper Due 9/22 11:59pm

Week 6 Sept 23 – Sept 29	Business Model Business Planning	Ch. 4&5	Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Read chapter 4&5.
Week 7 Sept 30 – Oct 6	Sunday Oct. 6 Exam 1 (ch. 1,2,3,4 and 5) Opens 12pm-6pm	Ch. 6	Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Read chapter 6. TAKE THE EXAM
Week 8 Oct 7 – Oct 13 Last day to Withdraw Oct 11!	Venture Set Up Ch 7	Ch. 7	Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Read chapter 7.
Oct 14-16	Fall Break No class		Enjoy
Week 9 Oct 16- Oct 20	Ch. 8 Exit Strategies & Ch. 9 Innovation and Entrepreneurship	Ch. 8 and Ch. 9	Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Read chapter 8&9
Week 10 Oct 21 – Oct 27	Ch. 10 Types of Entrepreneurships	Ch. 10	Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Read chapter 10.
Week 11 Oct. 28- Nov. 3	Review for Exam 2 Exam 2: Sunday Nov. 3 (ch. 6,7,8,9, and 10) Open 12pm-6pm You must enter no later than 4pm		Posts for Discussions are due Sunday at 11:59pm. First response by Thursday 11:59pm. Week to Review.
Week 12 Nov 4 – Nov. 10	Work on Business Model		Review Templates

Week 13 Nov 11 -Nov 17	Sustainable Business Model		Complete your Written Business Model using the template. Due by Nov 17 11:59pm
Week 14 Nov 18- Nov 24	Business Model Presentation and PowerPoint		Complete your 3 minute Business Model video. Presentation that includes why your model will work in the company of your choice. Upload Powerpoint. Due Nov 24 11:59pm
Week 15 Nov 25 – Dec 2nd	Talks with Hamm: Your time to have candid conversations with someone who has created a business		Live Zoom meeting Sunday Dec 2 6pm Extra Credit opportunity

Chapter Discussions: All answers to questions must include a sentence or two with the page number of the textbook in references (example: p. 81). This includes videos of guest speakers. All assignment answers must include the information from the textbook for complete answers to earn full points and the three posts must be detailed. **ALL DISCUSSION QUESTIONS ARE DUE ON THURSDAY AT 11:59 PM TO ANSWER THE PROMPT OF EACH WEEK TO ALLOW TIME FOR YOUR CLASSMATES TO RESPOND TO THE POSTS BY SUNDAY AT 11:59 PM. YOU MUST RESPOND TO AT LEAST TWO CLASSMATES FOR AT TOTAL OF THREE RESPONSES BY SUNDAY 11:59PM. ALL ASSIGNMENTS ARE DUE SUNDAY AT 11:59 PM OF EACH WEEK UNLESS OTHERWISE NOTED ON THE SYLLABUS**

***IF YOU ARE TAKING 2 OF THE FOLLOWING CLASSES AND HAVE AN EXAM ON THE SAME DAY, LET ME KNOW AND I WILL CHANGE ONE OF THE EXAM DATES FOR YOU: ENT/BUS 206 & 338.**

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

accommodation. 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.