

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of MEHT
ENT/BUS 606 International Entrepreneurship
Spring 2021
ONLINE

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: 5:30-6:30 pm Monday (in Canvas Zoom) or by appointment. Students must login by 5:35 pm so I know you joined the meeting. If there are no participants by 5:45 pm, Zoom 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:

(1.) Welsh, D.H.B., & Carraher, S.M. (2018). *Global Entrepreneurship* (3rd ed.). Dubuque, IA: Kendall-Hunt. ISBN: 978-1-5249-5048-4.

(2.) Welsh, D.H.B., & Carraher, S.M. (2019). *Cases in Global Entrepreneurship* (2nd ed.). Dubuque, IA: Kendall Hunt. ISBN: 978-1-5249-5076-7

Available in paperback and eBook from the publisher and at the bookstore.

SUPPLEMENTAL READINGS:

Kay, M.A. (1994). *Miracles Happen* (3rd edition). Harper Perennial: New York, NY.

Underwood, J. *More Than A Pink Cadillac*. McGraw Hill: New York, NY.

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

A	372-400	C	292-307
A-	360-371	C-	280-291
B+	348-359	D+	268-279
B	332-347	D	252-267
B-	320-331	D-	240-251
C+	308-319	F	239-or less

Course Schedule		
Week of	Topics	Assignments
Week 1 Jan 19-24	Class overview and Introduction to International Entrepreneurship Textbook Chapters *Ch. 1 Global Entrepreneurship and Global Business *Ch. 2 Some Key Determinants of Entrepreneurship *Chapter 17 Direct Selling Worldwide Case: Mary Kay Goes International	*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 20 at 11:59 pm. On a first come, first serve basis (one country per person). *Take the ENT Propensity and PsyCap surveys, due by Jan 26 11:59 pm *Read syllabus thoroughly *Read Ch. 1, 2, 17 *Review Power Point Slides * Watch Videos on Direct Selling *Complete Discussion Questions on Book Chapters, Case, and Posts
Week 2 Jan 25-31	Textbook Chapters *Ch. 3 Global Entrepreneurship Strategy Journal Articles 1 and 2 Case *Starbucks International Enters Kuwait Mini-Case Boeing vs. Airbus	*Read Ch. 3 Journal articles *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapter, Journal Articles, Cases and Posts
Week 3 Feb 1-7	Textbook Chapters *Ch. 4 International Business Plan Journal Articles 3 Case *The Journey of Doorstep Entrepreneurship: Jaipur Rugs Mini-Case Dr. Shingle	*Read Ch. 4 Journal articles *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapter, Journal Articles, Case, and Posts *Read Library Guide for the class *International Business Model Idea or International Case Idea Due is 4 th of Feb 11:59 pm and respond to at least 3 classmates' responses no later than 7 th of February (Sunday) 11:59 pm.
Week 4 Feb 8-14	Textbook Chapters *Ch. 5 Business Opportunities for Global Entrepreneurship *Ch. 6 Global Entrepreneurship	*Read Ch. 5 & 6 *Review Power Point Slides *Complete Discussion Questions on Book Chapters, Journal Articles, and Posts

	Leadership Competencies Journal Articles and Questions 4 and 5	
Week 5 Feb 15-21	Textbook Chapter Ch. 7 Exporting for Entrepreneurs Journal Article and Questions 6	*Read Ch. 7 *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapter, Journal Article, and Posts
Week 6 Feb 22-28	Textbook Chapter *Ch. 8 Global Economics and Finance Journal Articles and Questions 7 and 8 Case *The Case of the Elegant Shoplifter	*Read Ch. 8 *Review Power Point Slides *Watch Videos *Complete Discussion Questions on Book Chapter, Journal Articles, and Posts
Week 7 Mar 1-7 (Health and Wellness Day Wednesday, March 3 rd ; no classes)	Textbook Chapter *Ch. 9 Cross-Cultural Customs and Communication Styles Journal Articles and Questions 9 and 10 Case *Al-Baharr & Jacorossi Engineering & Contracting Company	*Read Ch. 9 and Journal articles *Review Power Point Slides *Watch Videos on Case *Complete Discussion Questions on Book Chapter, Journal Articles, Case and Posts
Week 8 Mar 8-14	Textbook Chapter *Ch. 10 A Knowledge Approach to Developing Global Entrepreneurs Journal Article and Question 11 Case *The Hit and Run Expatriate Employees	*Read Ch. 10, Journal article, and case *Review Power Point Slides *Watch Videos on Case *Complete Discussion Questions on Book Chapter, Journal articles, Case and Posts

<p>Week 9 Mar 15-21</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 and Questions 12 and 13</p> <p>Articles *America's Best and Worst Food Franchises / Top Franchises 2016</p>	<p>*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</p>
<p>Week 10 Mar 22- 28</p>	<p>Textbook Chapter *Ch. 12 Going International? Alternative Modes of Entry Journal Articles and Questions 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 11 Mar 29-Apr 4 (Spring Holiday Friday, April 2nd; no classes)</p>	<p>Textbook Chapters Ch. 13 Central and Eastern Europe Ch. 14 Entrepreneurship in Emerging Markets Journal Articles and Questions 16 and 17</p>	<p>*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</p>

	Mini Case *A Romanian Entrepreneur's Success-Florin Talpes	
Week 12 Apr 5-11	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 13 Apr 12-18	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 18 11:59 pm. Both Choices Must Include Journal Articles and a reference list.
Week 14 April 19 -25	Presentations	*Your Video due (Business Model or Teach the Case) April 22 11:59 pm Posts on feedback on 3 others' videos due by April 25 11:59 pm
Last Week: April 26-May 2 (Reading Day Thursday, April 29 th)		*Take the ENT Propensity and PsyCap Surveys (must take both at beginning and end of class to earn points) Due May 2 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., & G€ottel, 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 8

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

Week 9

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 10

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 11

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 12

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:

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

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.

By signing the statement, I acknowledge that I have read the syllabus with the due dates and will be prepared to complete all work on the assigned due dates.

Sign and acknowledge