

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality and Tourism
Spring 2020
ENT/BUS 130 Entrepreneurship in a Sustainable Global Environment
Online

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Office: 370 Bryan

Office Hours: Monday 1-6pm and by appointment

CREDITS: 3

PREREQUISITES: None.

TEXTBOOKS*:

1. Sachs, Jeffrey D. 2015. *The Age of Sustainable Development*, Columbia University Press: New York
E-book available at UNCG library
ISBN Hardback: 978-0-231-17314-8
ISBN Paperback: 978-0-231-17315-5
2. Whitfield, Ronald & McNett, Jeanne M. 2014. *A Primer on Sustainability: In the Business Environment*, Business Expert Press, LLC: New York
E-book available at UNCG library
ISBN-13: 978-1-60649-634-3

THE PLAN: This Course will utilize an analytic framework for considering and solving problems of entrepreneurship and sustainability worldwide that will encourage critical thinking and better prepare students for higher level college coursework. This course emphasizes reading and writing skills and strategic thinking needed for success in work settings.

CATEGORY DESCRIPTION: Students focus on the interconnections among regions, cultures, politics, and/or intellectual traditions of the world, interpret and evaluate information on diverse ecologies, human societies, artistic achievements, or political systems, and gain sensitivity to cultural differences on a global scale.

Entrepreneurship is examined in relation to the global forces restructuring the world economy that call for sustainability in the changing new world beyond the 21st Century.

TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES: The online teaching methods include online coverage of course materials, discussion assignments, case studies, and exams.

General Education Student Learning Outcomes: Upon successful completion of this course, students will have met the Student Learning Objectives (SLOs) for a Global Perspectives (GL) marker for the General Education Program:

- Find, interpret, and evaluate information on diverse cultures.
- Describe interconnections among regions of the world (Must include substantial focus on at least one culture, nation, or sub-nationality beyond Great Britain and North America).
- Use diverse cultural frames of reference and alternative perspectives to analyze issues.

Student Learning Objectives:

1. Define sustainable development, entrepreneurship, systems, and opportunities.
2. Evaluate the planetary boundaries, environmental marketing, and the green customer.
3. Determine the global forces restructuring the world economy and how this affects opportunities for entrepreneurial ventures.
4. Assess the interrelationship between individuals, businesses, institutions, and nations in determining global entrepreneurial competitiveness.
5. Evaluate social ventures and social value creation.
6. Evaluate the public policy implications of entrepreneurship and sustainability.
7. Evaluate your own entrepreneurial abilities in a sustainable environment.
8. Evaluate the funding opportunities to launch a sustainable venture.

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.

Mid-term Exam (310 points)

(Sachs Ch.s 1 & 6

Whitfield & McNett Ch.s 1, 2, 3, & 5)

Final Exam (310 points)

(Sachs Ch.s 3, 7, 10, 12, 13, & 14)

Details about the exams will be available on the Canvas. Please, inform 6-TECH and then instructor with proof of technical difficulty as soon as possible, if you have a technical problem in completing an exam (or another assignment) on the Canvas.

Written Assignments: You need to complete five individual (and one group) written assignments by answering the questions and following the instructions provided by the

professor. Each assignment requires you to analyze current issues facing entrepreneurs and the ability to conduct business in a global, sustainable environment and link them to the course topic and content covered during that particular week. You should review the current media for latest developments as well. You should provide a summary of the current event in your own words. Then, you should provide an in-depth analysis and a discussion of HOW the current event links to the weekly session topic and the Learning Goals.

The following criteria will be used for evaluating the written assignments:

- a) Does the submission show that you have done additional research and included source(s) of your information at the end of your post?
- b) Does the submission discuss how your work relates to the course topics and concepts?
- c) Is the submission of sufficient length (as indicated in the syllabus for each assignment)?
- d) Does the submission include appropriate referencing of sources?
- e) Is the writing understandable and are the arguments convincing to link the course learning goals to your assignment?

Individual Case Analysis 1 (100 points)

Burt's Bees: Leaving the Hive (Whitfield & McNett, 2014, p. 94-96)

Answer Guideline Questions (p. 96)

2-3 pages write-up, double spaced

Group Case Analysis 2 (80 points)

Social Entrepreneurs: Correcting Market Failures (Whitfield & McNett, 2014, p. 94-96)

Answer Guideline Questions (p. 98)

4-5 pages write-up, double spaced

Peer Evaluations for Group Case Analysis 2 (50 points)

Teamwork rubric in Files section at course web site should be filled out individually and submitted to course web site by March 25, 11pm.

Discussion 1 (50 points)

Propose an entrepreneurial idea concerning food supply and explain how your product/service can help resolve related issues or fill in a gap in the market after reading Ch. 10 (Sachs, 2015)

1 page, double spaced

Discussion 2 (50 points)

Propose an entrepreneurial idea concerning climate change and explain how your product/service can help resolve related issues or fill in a gap in the market after reading Ch. 12 (Sachs, 2015)

1 page, double spaced

Discussion 3 (50 points)

Propose an entrepreneurial idea concerning biodiversity and protecting ecosystem and explain how your product/service can help resolve related issues or fill in a gap in the market after reading Ch. 13 (Sachs, 2015)

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

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

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](tel:336-334-544) or visiting them in Suite 215, EUC.

Calendar*

DATE	TOPIC	TEXT	DUE
Week of January 13	Introduction to Sustainable Development Professor announces teams (with member names and e-mails) for Group Project Case 2 (due by March 23, 11pm)	Ch. 1 Sachs (2015)	Read Ch. 1 Sachs (2015)
Week of January 21 (January 20-- Dr. Martin Luther King Jr. Holiday)	Sustainability Meaning and Context	Ch. 1 Whitfield & McNett (2014)	Read Ch. 1 Whitfield & McNett (2014)
Week of January 27	Systems and Tools for Sustainability	Ch. 2 Whitfield & McNett (2014)	Read Ch. 2 Whitfield & McNett (2014)
Week of February 3	Planetary Boundaries	Ch. 6 Sachs (2015)	Read Ch. 6 Sachs (2015)
Week of February 10	Thinking About Major Sustainability Issues	Ch. 3 Whitfield & McNett (2014)	Read Ch. 3 Whitfield & McNett (2014)
Week of February 17	Case 1 (Individual) Burt's Bees: Leaving the Hive	Ch. 4 (p. 94-96) Whitfield & McNett (2014)	Read Case 1 and submit the written assignment to Canvas by <u>February 24, Monday, 11pm</u>
Week of February 24	Concluding Thoughts	Ch. 5 Whitfield & McNett (2014)	Read Ch. 5 Whitfield & McNett (2014)
Week of March 2	Spring Break	Enjoy!	
Week of March 9	Mid-term Exam (Sachs Ch.s 1 & 6 Whitfield & McNett Ch.s 1, 2, 3, & 5) <u>March 9, Monday, 5am-11pm</u>		
Week of March 16	Case 2 (Group)	Ch. 4 (p. 96-98) Whitfield & McNett (2014)	Read Case 2 and have a team member submit the written assignment to

	Social Entrepreneurs: Correcting Market Failures		Canvas for the group (peer evaluations—filled out team rubric form to be submitted by each student individually) by <u>March 23, 11pm</u>
Week of March 23	Food Security	Ch. 10 Sachs (2015)	Read Ch. 10 Sachs (2015) Submit Discussion 1 to Canvas by <u>March 30, Monday, 11pm</u>
Week of March 30	Climate Change	Ch. 12 Sachs (2015)	Read Ch. 12 Sachs (2015) Submit Discussion 2 to Canvas by <u>April 6, Monday, 11pm</u>
Week of April 6	Saving Biodiversity and Protecting Ecosystem Services	Ch. 13 Sachs (2015)	Read Ch. 13 Sachs (2015) Submit Discussion 3 to Canvas by <u>April 13, Monday, 11pm</u>
Week of April 13	Social Inclusion	Ch. 7 Sachs (2015)	Read Ch. 7 Sachs (2015)
Week of April 20	A Brief History of Economic Development	Ch. 3 Sachs (2015)	Read Ch. 3 Sachs (2015)
Week of April 27	Sustainable Development Goals	Ch. 14 Sachs (2015)	Read Ch. 14 Sachs (2015)
Week of May 4	Final Exam (Sachs Ch.s 3, 7, 10, 12, 13, & 14) <u>May 4, Monday, 5am-11pm</u>		

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