

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of MEHT
Fall 2022

ENT/BUS 206 Start Something Globally Sustainable!

©Dianne H.B. Welsh, Ph.D., no reprints or reproductions without permission

Course Coordinator: Dr. Dianne Welsh

Email: dhwelsh@uncg.edu

Office: 328 Bryan

Phone: (336) 256-8507 (office)

Fax: (336) 334-5580

Office Hours: 2:00-3:00 pm Friday (in Canvas Zoom) or by appointment. Students must join the Zoom conference no later than 2:05 so I know that you're joining the meeting. If there are no participants by 2:15 pm, the Zoom will close. If you are unable to join in person, you can view the recordings for a limited amount of time in the cloud under Zoom in Canvas.

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; Oct. 3, during class and Nov. 7. During class. 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 (2):

Lee A. Swanson (2017). Entrepreneurship and Innovation Toolkit.

Can be downloaded for **FREE**:

<https://mountainscholar.org/bitstream/handle/20.500.11785/573/BookId-493-EntrepreneurshipandInnovationToolkit.pdf>

Welsh, D.H.B., & Carraher, S.M. (2021). Cases in Global Entrepreneurship (3rd ed.). Dubuque, IA: Kendall Hunt Publishing. ISBN: **978-1-7924-3665-9**

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

<https://he.kendallhunt.com/product/case-studies-global-entrepreneurship>

Library Guide: <https://uncg.libguides.com/esports>

REQUIRED SOFTWARE: See the canvas site for the template for the business model (**FREE**).

REQUIRED ENTREPRENEURIAL PROPENSITY SCALE AND PSYCAP and ASSESSMENT SURVEY: TO GET CREDIT, BE SURE TO POST A SCREENSHOT OF EACH SURVEY AND INCLUDE YOUR NAME ON THE SURVEY (**DUE AUG 22**) AND THE END OF THE CLASS (**DUE NOV 28**). THIS IS A GRADED ASSIGNMENT. IF YOU TAKE THE SURVEY—YOU GET THE CREDIT.

Here's the links:

https://uncg.qualtrics.com/SE/?SID=SV_cO3o3IOra7jvBNX (Beginning & end of class)

https://uncg.qualtrics.com/jfe/form/SV_8wb5BNRkGeWeAct (Beginning & end of class)

<https://www.surveymonkey.com/r/H3QGVQG> (Only at the end of class)

Please take the survey (10-15 min.) at the start of the semester before the class starts preferably but no later than the first week of class, and then by the last week of class. If requested, I can give you your individual scores to see if your propensity to be an entrepreneur has gone up. If you are taking this for more than one class, be sure to check **ALL** the classes you are in so you don't have to take it more than once at the beginning and end of the semester.

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. Come prepared to every class with well thought-out presentation
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 classroom environment.
5. Revisit an exam question if you have a concern.
6. Be available for office hours (WebEx), as discussed above, or at home up until 9 pm. for calls.
7. Respond to email within 48 hours except holidays and weekends unless there is a problem with internet connections. I check my email daily.

As **students** you PROMISE to:

1. Be prepared to each week by reviewing previous notes and having completed assignments. Complete all work on time with proper thought. **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.

Evaluation and Grading Policy:

A	450 – 418.5	C	346.4 – 328.5
A-	418.39 - 405	C-	328.4 – 315
B+	404.89 – 391.5	D+	314.89 – 301.5
B	391.40 – 373.5	D	301.4 – 283.5
B-	373.40 - 360	D-	283.4 – 270
C+	359.89 – 346.5	F	<270

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 by the end of the sixth week of the term (September 23rd). 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 September 12 divided by total points possible as of September 12 (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	Coverage	Possible Points	Details	Percentage of Total Points	Track Your Points
New Global Sustainable Business Model Report	This is your global sustainable business model	60	Team	13.33%	
New Global Sustainable Business Model Presentation	Prepare and give a 3 minute presentation with Power Point slides discussing your business & business model.	50	Team	11.11%	
Canvas Logon and Introduce Yourself	Tell me about yourself, where are you from, your major, your business idea & where you have worked and visited. What country are you considering for your business model?	5	Individual	1.11%	
Entrepreneurial Propensity Scale and Psycap and Assessment Survey	Entrepreneurial Propensity Survey must be taken at the beginning and end of class. Post a screenshot to get credit.	5	Individual	1.11%	
Exam #1	Ch. 1,2,3,4, and 5	100	Individual	22.22%	
Exam #2	Ch. 6,7,8,9, and 10	100	Individual	22.22%	
Chapter Discussions	5 points per Chapter Discussion + 10 points Direct Selling	70		15.55%	
Shaklee Global Recruitment Assignment	Gain knowledge & understanding of Direct Selling as an Entrepreneur domestically and globally	40	Individual	8.90%	
Global Entrepreneurship Case	2 cases-Starbucks Int'l Enters Kuwait (Cases in Global E) and 1 case from in a country of interest (you choose) first	20	Individual	4.45%	

	come first serve w approval from Cases in Global E) and answer case questions				
TOTAL		450		100%	

Extra Credit: **65** **5 points per class x 13 classes**

Student must be on time and there when roll is taken and stay till the end of the class to earn the 5 points

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 in particular. If you get an email from the University regarding any course, please take it as a sign of caring.

Calendar

DATE	TOPIC	TE XT	HOMEWORK DUE
Week 1	START SOMETHING	Ch. 1	• Download Syllabus on Canvas.

Aug 16-21	<p>Entrepreneurs and Ideas: The Basis of Sustainable Small Business Review of Syllabus – view video, read & understand syllabus</p> <p>Chapter 1 Introduction to Entrepreneurship (Slide 2)</p> <p>(NOTE: The business idea that you discuss is the basis for your global sustainable business model that your group will continue to use throughout the course.) During the group meeting on week 1, pick the best idea for your group to pursue.</p>		<ul style="list-style-type: none"> • Complete the ENT Propensity and PsyCap surveys (must take at the beginning and end of class to earn points) • Login to Canvas & enter into the Discussion board for Introduce Yourself-include your major , minor, work experience, Respond to 3 posts and short summary of your business idea • Answers to the Discussion are due Thursday at 11:59pm • Posts for the Discussion are due Sunday at 11:59pm • View Ch 1 video, read Ch 1 • Complete Chapter discussion + 3 detailed posts
Week 2 Aug 22-28	<p>Global Sustainable Small Business Ideas: Chapter 2 Opportunity Recognition (Slide 22)</p>	Ch. 2	<ul style="list-style-type: none"> • View Ch 2 video, read Ch 2 • Complete Chapter discussion + 3 detailed posts • Answers to the Discussion are due Thursday at 11:59pm • Posts for the Discussion are due Sunday at 11:59pm
Week 3 Aug 29- Sep 4	<p>Evaluating Entrepreneurial Opportunities Worldwide – Chapter 3 is the idea a real business? Chapter Starts (Slide 36)</p> <p>Case from <i>Global Entrepreneurship Case Studies</i> “Starbucks International Enters Kuwait”</p>	Ch. 3	<ul style="list-style-type: none"> • View Ch 3 video, read Ch 3 • Complete Chapter discussion + 3 detailed posts • Answers to the Discussion are due Thursday at 11:59pm • Posts for the Discussion are due Sunday at 11:59pm • Answer case questions
Week 4 Sep 5 – Sep 11 Sept 5 th Labor Day	<p>Esports-What is esports? Why do people watch it? Comparison of esports to sports, research on esports, gaming influencers on the future of esports</p>		<ul style="list-style-type: none"> • Watch videos on esports • Read articles and the PowerPoint slides on esports • Complete discussion questions + 3 detailed posts
Week 5 Sep 12 – Sep 18	<p>Esports-User Entrepreneurship, How to start and grow your esports business, Marketing, Ethical, EDI, and Sustainability Issues, Effect of esports on brands, Gaming influencers on the future of esports, , industry projections</p>		<ul style="list-style-type: none"> • Watch videos on esports • Read articles and PowerPoint slides on esports • Complete discussion questions + 3 detailed posts • One paragraph on Business Model idea due
Week 6 Sep 19 – Sep 25	<p>Business Model – What is a sustainable global business model & how is it prepared? Chapter 4 (Slide 58) Business Planning - Chapter 5 – What is a Global Sustainable Business Plan – Who is the audience? (Slide 69)</p>	Ch. 4/5	<ul style="list-style-type: none"> • View Ch 4 videos including videos on Sustainable Global Business Models, read Ch 4, reference list for global sustainable business models. • View Ch 5 video, read Ch 5 • Complete Chapter discussions + 3 detailed posts • Answers to the Discussions are due Thursday at 11:59pm • Posts for the Discussions are due Sunday at 11:59pm • Review exam study guide

Week 7 Sep 26 – Oct 2	Chapter 6 Financing Entrepreneurship – Where & How do you obtain the capital to get started on a global sustainable business? (Slide 89)	Ch. 6	<ul style="list-style-type: none"> View Ch 6 video, read Ch 6 Complete Chapter discussion + 3 detailed posts Answers to the Discussion are due Thursday at 11:59pm Posts for the Discussion are due Sunday at 11:59pm
Week 8 Oct 3 – Oct 6	<p>Exam 1 (Ch. 1, 2, 3, 4 and 5) and all class materials, including esports on Oct. 3 during class</p> <p>Venture Set -UP – Ch 7 (Slide 116) – This is the beginning of the execution phase of your global sustainable business idea One case (you choose)-first to come, first serve in <i>Cases in Global Entrepreneurship</i> Contact Dr. Welsh for approval. Each student will cover a different case.</p>	Ch. 7	<ul style="list-style-type: none"> Complete exam in required time frame View Ch 7 video, read Ch 7 Complete Chapter discussion + 3 detailed posts Answers to the Discussion are due Thursday at 11:59pm Posts for the Discussion are due Sunday at 11:59pm Answer case questions
Oct 7 – Oct 11	<p>FALL BREAK Oct. 7 Final drop date for the course without WF</p>		Have Fun!
Week 9 Oct 12 – Oct 16	Now that you are successful in the Business, how do you get out? Ch 8 Exit Strategies (Slide 145) & CH 9 Innovation & Entrepreneurship (Slide 163)	Ch. 8 & Ch. 9	<ul style="list-style-type: none"> View Ch 8 video, read Ch 8 Complete Chapter discussion + 3 detailed posts Answers to the Discussion are due Thursday at 11:59pm Posts for the Discussion are due Sunday at 11:59pm View Ch 9 videos, read Ch 9 Complete Chapter discussion + 3 detailed posts
Week 10 Oct 17 – Oct 23	Direct Selling Presentation		<ul style="list-style-type: none"> Direct Selling assignment questions View video: Workshop on Library Resources for Your Business with Steve Cramer, Business Librarian – this will help you prepare your Business Model with very helpful research tools -Make an appointment with the Media Center at the library for the Business Model presentation Shaklee Global Recruitment Assignment due Oct. 23 11:59 pm Be sure to compare & contrast two or more groups /environmental systems – with your assignment-global vs domestic
Week 11 Oct 24 – Oct 30	CH 10 Types of Entrepreneurship (Slide 172)	Ch. 10	<ul style="list-style-type: none"> View Ch 10 videos, read Ch 10 Read articles on e-sports, watch video Complete Chapter discussion + 3 detailed posts

			<ul style="list-style-type: none"> • Answers to the Discussion are due Thursday at 11:59pm • Posts for the Discussion are due Sunday at 11:59pm • Review Exam Study Guide
Week 12 Oct 31 – Nov 6	Study for Exam 2 Work on Business Model Due next week		
Week 13 Nov 7 – Nov 13	Sustainable Business Model Due Exam 2 (Ch. 6, 7, 8, 9 and 10) and all class materials since your last exam on 8/11/20 for the Global class		<ul style="list-style-type: none"> • Review the template and Sustainable Business Model • Complete your written Sustainable Global Business Model due Nov 13 11:59 pm
Week 14 Nov 14 – Nov 20	Business Model Presentations and PowerPoint		<ul style="list-style-type: none"> • Complete your 3-minute Global Sustainable Business Model Presentation that includes why your model will work in the country and culture chosen. Be sure to include your PowerPoint slides in the presentation with a frame of you presenting. Upload your PowerPoint slides. due by Nov. 20 11:59 pm
Week 15 Nov. 21-27	Business Model Presentations and PowerPoint		<ul style="list-style-type: none"> • Continuation of 3-minute Global Sustainable Business Model Presentations (see above)
Week 15 Nov. 27 – Nov. 28	ENT Propensity and PsyCap Individual Surveys (2)		<ul style="list-style-type: none"> • Complete the ENT Propensity and PsyCap Surveys due Nov. 27 11:59 pm • (Must take both at beginning and end of class to earn points)

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.

***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, 300, 337, 338.**

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.

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.

COVID Statement

As we return for Fall 2022, all students, faculty, and staff and all visitors to campus are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. While face-coverings are optional in most areas on campus, individuals are encouraged to wear masks. All individuals and visitors to campus are asked to follow the following actions:

- Engaging in proper hand-washing hygiene.
- Self-monitoring for symptoms of COVID-19.
- Staying home when ill.
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.
- Completing a self-report when experiencing COVID-19 symptoms, testing positive for COVID-19, or being identified as a close contact of someone who has tested positive.
- Staying informed about the University's policies and announcements via the COVID-19 website.

Students who are ill, quarantining, or isolating should not attend in-person class meetings, but should instead contact their instructor(s) so alternative arrangements for learning and the submission of assignments can be made where possible.

As we continue to manage COVID-19 on our campus, we are following the lead of the local health department and we will adjust our plans to balance student success, instructional requirements, and the hallmarks of the collegiate experience with the safety and wellbeing of our campus community.