

University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality and Tourism
Fall 2022
ENT/BUS 130 Entrepreneurship in a Sustainable Global Environment

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Office Hours: Virtual meetings by appointment. Face-to-face: Tuesday 1:30-2:00 & 3:15-4:45, Thursday 12:15-2 & 3:15-4:30. E-mailing Professor in advance for face-to-face office hours is recommended.

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 e-book version of the textbooks are available at the UNCG library for free:

A Primer on Sustainability: In the Business Environment –

<http://libproxy.uncg.edu/login?url=http://portal.igpublish.com/iglibrary/search/BEPB0000244.html>

The age of sustainable development -

<https://login.libproxy.uncg.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=n1&AN=944998&site=ehost-live>

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, polities, 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 global engagement and intercultural learning through the humanities and fine arts OR through the social & behavioral sciences course, students will:

1. Describe dynamic elements of different cultures. These elements may include (but are not limited to) aesthetic systems, communication systems, economics, entrepreneurship, physical environments, ethics, gender norms, geography, history, politics, religious principles, or social beliefs, norms and practices.
2. Explain how similarities, differences, and connections among different groups of people or environmental systems affect one another over time and place.
3. 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 and sustainable entrepreneurship.
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 including both formal and informal institutions such as culture, 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:

In this course, student learning will be assessed through individual and group case studies, discussion written assignments, and exams. 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

Teamwork Policy: All team members must be responsive, participating in planning, and contributing to the team work from the beginning of the semester until the due date. Non-responsive and not contributing team members can be eliminated by the team any time during the semester upon reporting to the professor and the professor's approval. The eliminated

team member(s) cannot submit the group case study individually. The peer evaluations and group case study for the eliminated member(s) will be zero. The teamwork rubric (peer evaluations form) is available in Files section at the course web site. This provides guidance on the teamwork expectations and grading points.

Peer Evaluations for Group Case Analysis 2 (Total 50 points—Mid-term Peer Evaluations 25 points and Final Peer Evaluations 25 points)

Teamwork rubric in Files section at course web site should be filled out individually and submitted to course web site twice:

1. Mid-term Peer Evaluations due by September 12, 11pm
2. Final Peer Evaluations due by October 24, 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). Please, also explain your entrepreneurial abilities relevant to the business idea, the feasibility of the venture, and funding opportunities. 1-2 pages, 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). Please, also explain your entrepreneurial abilities relevant to the business idea, the feasibility of the venture, and funding opportunities. 1-2 pages, 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). Please, also explain your entrepreneurial abilities relevant to the business idea, the feasibility of the venture, and funding opportunities. 1-2 pages, double spaced

Final Grading on a 1000-point Scale

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

Please, note that 1000-point scale grading is different from the percentage grade Canvas system calculates automatically.

Mid-term Grading on a 125-point Scale

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 assignments included in Mid-term Grading are total 125 points: Individual Case Study (100 points) and Mid-term Peer Evaluations for the Group Case Study (25 points).

A	123-125	C+	107-109
A-	120-122	C	104-106
B+	117-119	C-	100-103
B	114-116	D+	95-99
B-	110-113	D	90-94
		F	0-90

Please, note that 125-point scale grading is different from the percentage grade Canvas system calculates automatically.

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

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

COVID-19

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.

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 August 16	Introduction to Sustainable Development Professor announces teams in People section at course web site for Group Project Case 2 (due by October 24, 11pm) . Mid-term Peer Evaluations are due by September 12, 11pm and Final Peer Evaluations are due by October 24, 11pm .	Syllabus & Ch. 1 Sachs (2015)	Read Syllabus and Ch. 1 Sachs (2015) Contact team members (in People section at canvas) no later than by the end of August 19 Friday for planning and workload division. Start planning and working on the group case study.
Week of August 22	Sustainability Meaning and Context	Ch. 1 Whitfield & McNett (2014)	Read Ch. 1 Whitfield & McNett (2014)
Week of August 29	Systems and Tools for Sustainability	Ch. 2 Whitfield & McNett (2014)	Read Ch. 2 Whitfield & McNett (2014)
Week of September 6 (September 5—Labor Day Holiday)	Planetary Boundaries	Ch. 6 Sachs (2015)	Read Ch. 6 Sachs (2015) Submit Mid-term Peer Evaluations individually by <u>September 12, Monday, 11pm</u>
Week of September 12	Case 1 (Individual) Burt's Bees: Leaving the Hive Mid-term Peer Evaluations due <u>September 12, Monday, by 11pm</u>	Ch. 4 (p. 94-96) Whitfield & McNett (2014)	Read Case 1 (individual) and submit the written assignment to Canvas by <u>September 19, Monday, 11pm</u>
Week of September 19	Thinking About Major Sustainability Issues	Ch. 3 Whitfield & McNett (2014)	Read Ch. 3 Whitfield & McNett (2014)
Week of September 26	Concluding Thoughts	Ch. 5 Whitfield & McNett (2014)	Read Ch. 5 Whitfield & McNett (2014)

Week of October 3	Mid-term Exam (Sachs Ch.s 1 & 6 Whitfield & McNett Ch.s 1, 2, 3, & 5) <u>October 3, Monday, 5am-11pm</u>		
Week of October 12	Enjoy Fall Break on October 10 & 11! After Fall Break: Case 2 (Group) Social Entrepreneurs: Correcting Market Failures	Ch. 4 (p. 96-98) Whitfield & McNett (2014)	Read Case 2 and have a team member submit the written assignment to Canvas for the group (Final peer evaluations— filled out team rubric form also to be submitted by each student individually) by <u>October 24, 11pm</u>
Week of October 17	Case 2 (Group) Social Entrepreneurs: Correcting Market Failures	Ch. 4 (p. 96-98) Whitfield & McNett (2014)	Continue to work on Case 2 to finalize and have a team member submit the written assignment to Canvas for the group (Final peer evaluations— filled out team rubric form also to be submitted by each student individually) by <u>October 24, 11pm</u>
Week of October 24	Food Security	Ch. 10 Sachs (2015)	Read Ch. 10 Sachs (2015) Submit Discussion 1 to Canvas by <u>October 31, Monday, 11pm</u>
Week of October 31	Climate Change	Ch. 12 Sachs (2015)	Read Ch. 12 Sachs (2015) Submit Discussion 2 to Canvas by <u>November 7, Monday, 11pm</u>
Week of November 7	Saving Biodiversity and Protecting Ecosystem Services	Ch. 13 Sachs (2015)	Read Ch. 13 Sachs (2015) Submit Discussion 3 to Canvas by <u>November 14, Monday, 11pm</u>

Week of November 14	Social Inclusion	Ch. 7 Sachs (2015)	Read Ch. 7 Sachs (2015)
Week of November 21	A Brief History of Economic Development	Ch. 3 Sachs (2015)	Read Ch. 3 Sachs (2015)
Week of November 28	Sustainable Development Goals	Ch. 14 Sachs (2015)	Read Ch. 14 Sachs (2015)
December 2 Friday, 5am-11pm	Final Exam (Sachs Ch.s 3, 7, 10, 12, 13, & 14) <u>December 2, Friday,</u> <u>5am-11pm</u>		

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