

**University of North Carolina at Greensboro**  
**Bryan School of Business and Economics**  
**BUS/ ENT 342-01: International Entrepreneurship**  
**Spring 2011**

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

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*Instructor: John Ceneviva*

*Class Time: MWF 1:00 PM to 1:50 PM*

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*Classroom: 206 Bryan*

*Phone(HO): 9460462*

*Office hours: M/W 2-3:00 PM*

*F 11:00-12:30 PM*

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**Suggested Text:**

Shawn Carraher and Dianne Welsh (ed.)

Global Entrepreneurship ISBN# is 978-0-7575-6211-2

Prerequisite: None.

## **Course Description**

This course is designed for students interested in starting, joining, or holding stakes in international ventures. It examines the creation and management of business ventures that have international dimensions and provides insights into economic and formal/informal institutions affecting entrepreneurship.

### **Course Overview and Expectations**

Business ventures are becoming increasingly global. For a business venture, opportunities, resources, competition and customers thus can come from anywhere in the world. In a related sense, countries characterized by economic, social and political environments that are conducive to entrepreneurship tend to grow and develop faster.

This course examines: (a) how entrepreneurs create and manage business ventures that have international dimensions; and (b) how economic factors, physical factors, trade factors and formal and informal institutions affect entrepreneurship.

This course is multidisciplinary in nature and scope and provides broad global perspectives on cultures, nations and sub-nationalities in the industrialized and developing world.

This course also examines how cultural, social, political, and economic taking place in the world, especially in the “economies in transition”, affect entrepreneurial development. It places a special emphasis on inter-connections between regions through such mechanisms as global flow of goods, services, labor, capitals, technology and people; and the roles of supra-

national institutions (e.g., the WTO, World Bank, International Monetary Funds, etc.). Classroom discussions draw on concepts, skills, and insights from such disciplines as marketing, operations, finance, control, decision-making, leadership, ethics, governance, negotiation.

**Student Learning Outcomes:**

**At the completion of the course, students will be able to:**

- 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 tools and concepts learnt in the course to identify, evaluate, start, and manage international ventures.
- 5) Assess economic and institutional factors affecting entrepreneurship in an economy.
- 6) Demonstrate an understanding of the interconnectedness among regions of the world in such aspects as colonial and neocolonial relationships, human rights, discourses of justice, cultural and aesthetic developments, technology, ecology, or epistemology.
- 7) Locate, interpret, and evaluate information on diverse global culture from the entrepreneurial angle.
- 8) Demonstrate sensitivity to cultural differences on a global scale from the perspective of entrepreneurship.

## **Format**

The course will be organized around short lectures, and in-class discussions and paper presentations. Operations at various stages of the entrepreneurial process will be examined in a range of countries across the five continents.

Topics covered include:

- Initiating international entrepreneurial ventures
- Market entry and international expansion
- Forming international alliances
- Negotiations in the international context
- Managing the growth of an international venture
- Managing entrepreneurial ventures under changing contexts
- Traditional financing in a range of economies
- Cross-border financing (including the development of venture capital in different countries)
- Formal and informal institutions influencing entrepreneurship
- Entrepreneurial promotion institutions and mechanisms (including High-technology clusters and other local government supports)
- Cultural, ethical, legal and human resource issues facing the global entrepreneur
- Entrepreneurship in emerging economies with special emphasis on Eastern Europe, China and Latin America.

## Evaluation Items and Percent of Final Grade

Exams (3 at 20% each)	60%
Discussion Question Write –ups (5 at 3 % each)	15%
Team Presentation (1 in-semester per course schedule)	6%
Attendance	13%
Participation (Instructor’s judgment)	<u>6%</u>
TOTAL	100%

**NOTE:** All evaluation items will be graded on a 100 POINT SCALE

## Individual Components

*Physical Attendance (13%), Participation and Contribution (6%)*

**Attendance will be 13% of your grade.** You are encouraged to attend all the classes. I will take attendance at the beginning of every class. If you miss roll, you will be counted absent. If you miss a class, it is your responsibility to check with another student to get the material and to find out if any changes were made to the assignment plan. **Grading of attendance will be as follows: You will be allowed 2 cuts free. I will then deduct 4 points (out of 100) from your final attendance grade for every miss thereafter. Excused absences will be rare and require documentation.**

**Participation will be 6% of your grade and will be at the instructor’s discretion.** You should complete all reading assignments and be prepared to discuss those assignments, especially the written class assignments. It is important that you participate in class discussions. However, please note that quality, not quantity, is important in the discussion. I may call on you at any time to lead or participate in a class discussion.

In addition, the following factors will also be considered:

- Courtesy (cell phones/pagers off; absence of extensive side conversations)
- Attentiveness (focus directed to the presenter, not distracting others)
- Asking questions to groups presenting the cases
- Providing comments and critiquing reading materials.

**Inclement Weather Policy:** If we experience snow, sleet, etc., we will follow the University’s decision as to holding class. Use your good judgment in such cases. If you do not feel you can safely make it to class, do not come.

### *Exam 1 (20% of Grade)*

Exam 1 will be held on **Feb 11**. More details about this exam will be covered in the Course Schedule and posted on Blackboard.

### *Exam 2 (20% of Grade)*

Exam 2 will be held on **Mar 25**. More details about this exam will be covered in the Course Schedule and posted on Blackboard.

### *Exam 3 (20% of Grade)*

Exam 3 will be held on **the final exam day posted for this class** by the University. More details about this exam will be covered in the Course Schedule and posted on Blackboard.

***No makeup exams will be given after the exam date. If you know that you will be missing an exam due to a conflict, you must see me ahead of schedule and arrange to take the test early.***

### *Discussion Question Write –ups (15% of Grade)*

- The course outline details chapter discussion questions that must be written up and handed in at the beginning of the class. These discussion questions should be answered in no less than 1 typewritten page and no more than 2 pages. (12 Point Type ; Times New Roman ; 1 inch margins ) There are 6 of these assignments throughout the semester (see course outline for details). You will need to hand in a write up for every discussion topic for which your team is NOT designated as presenter/discussion leader. Therefore, each student will submit 5 write-ups worth 3 % of your grade each. Each will be graded on a scale of 0 to 100% based on your demonstrated grasp of the issue presented. Content, depth of discussion, and your ability to express your thoughts in writing will be judged.
- I require a hard copy of assignments at the **beginning** of class. Papers will be collected after roll is taken. Only submit as instructed. **Email submission is not acceptable**, unless I give you special permission. Be certain your name is typed in the upper right hand corner of the paper. I may choose NOT to accept papers that are not turned in per the direction outlined here.

## Group Component

### Team Discussion Question Presentation (6%)

- You will be assigned to a team. Each team will be asked to present their findings from an assigned discussion question. Your presentation should be the result of a group research effort that examines material both in and, most importantly, outside of the course text. Your presentation will be judged on content, especially outside research and the clarity of your presentation (both power points and verbal communication). All team members must contribute to both the research and the development and delivery of the presentation. A team grade will be assigned but I reserve the right to adjust an individual's grade either up or down based on my perception of your contribution.
- I require a hard copy of slides (power point) at the **beginning** of class. Again, no email submissions will be accepted. Be sure each the name of each member of the team that contributed to the project is shown on the first slide.

**Note: In all of the above activities, you are expected to abide by the Honor Code, which includes the Academic Honesty Policy.**

## Scoring System for the Final Grade

The following scoring system will be used for the final grade (%).

Score	Grade	Score	Grade	Score	Grade
97.0-100	A+	83.0-86.9	B	70%- 72.9	C-
93.0 – 96.9	A	80.0-82.9	B-	67- 69.9	D+
90.0 – 92.9	A-	77-79.9	C+	63-66.9	D
87- 89.9	B+	73-76.9	C	60-62.9	D-
				< 59.9	
				F	

A=Exceptionally high achievement

B=Superior

C=Satisfactory

D=Passing but unsatisfactory

F =Failure

## **Grading Appeal**

Feedback is on the writing document; grades are posted to Blackboard. You are responsible to monitor your grades as they are posted in Blackboard. If you have questions regarding an assignment or a test grade, ask within one week of the return of the grade, *NOT* at the end of the course. Any grading appeals are to be a well-crafted writing with supporting evidence. The requested review must come within one week of the grade return. Appeals will result in one of three outcomes: your grade will be increased, stay the same or be reduced.

## **Late Penalty**

Written assignments handed in late will be penalized 10 points for each day it is late beginning the minute the papers are collected in class. Said another way, if you come to class late on the day an assignment is due, you may turn the paper in but you will receive a 10 point penalty.

### **Religious Observance:**

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 instructors of absences in advance of the date of the religious observance. Instructors have authority to specify, via written notice to students, the amount of lead time required and may require that the nature of the religious observance be specified and the student's participation be confirmed in writing by an official of the religious organization.
3. When appropriate notice is provided by a student, the student must be granted at least two excused absences under this policy and must be allowed to make up or waive 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, faculty members may require the student 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, instructors maintain authority to establish and enforce the attendance policy for the courses they are teaching.
4. The requirement for students to make such requests for excused absences applies only to days when the University is holding class.

**Please refer to the Course Outline (Syllabus II) for details of the class assignments and exam schedule.**





# ENT/BUS 342 Spring 2011

## Course Outline

### Syllabus Part II

DATE	TOPIC	TEXT Reading	HOMEWORK DUE
Jan 10	Course Overview		Read Syllabus and Review Text
Jan 12	International Entrepreneurship	Ch 1	Form Teams
Jan 14	Cont.		
Jan 17	MLK Day No Class		
Jan 19	Environmental and Contextual Sources of Global Variation in Entrepreneurial Activities.	Ch 2	
Jan 21	Cont		
Jan 24	Global Entrepreneurship Strategies	Ch3	
Jan 26	Cont.		
Jan 28	Cont		Chapter 3 Discussion Question 3 <b>TEAM 1 Presents ...all other students hand in written analysis</b>
Jan 31	Business Opportunities for Global Entrepreneurship	Ch 5	
Feb 2	Cont		
Feb 4	Cont.		Chapter 5 Discussion Question 3& 1 <b>TEAM 2 Presents ...all other students hand in written analysis</b>
Feb7	Review		
Feb 9	Review		
Feb 11	<b>Exam 1 Chapters 1,2,3,5</b>		
Feb 14	Exporting	Ch6	
Feb 16	Exporting ( Cont.)		
Feb 18	Cont.		Chapter 6 Discussion Question 3 <b>TEAM 3 Presents ...all other students hand in written analysis</b>
Feb 21	Cross-Cultural Customs and Communication Styles	Ch 8	
Feb 23	Cont.		
Feb 25	Cont		Chapter 8 Discussion Question 4,5 <b>TEAM 4 Presents ...all other students hand in written analysis</b>
Feb 28	Providing Students with a Worldview	Ch 9	
Mar2	Cont		
Mar 4	Cont		<i>LAST DAY TO DROP WITHOUT ACADEMIC PENALTY is March 4</i>
	SPRING BREAK		
Mar 14	Global Franchising and other forms of Entrepreneurship	Ch 10	
Mar 16	Cont		
Mar 18	Cont		Guest Speaker TBD

Mar 21	Review		
Mar23	Review		
Mar 25	<b>Exam 2 Ch. 6,8,9,10</b>		
Mar 28	Alternative Forms of Market Entry	Ch 11	
Mar 30	Cont		
Apr 1	Cont		Chapter 11 Discussion Question 1,2 Team 5 Presents ...all other students hand in written analysis
Apr 4	The State of Entrepreneurship in Eastern Europe	Ch12	
Apr 6	Cont		
Apr 8	Cont		Chapter 12 Discussion Question 3 TEAM 6 Presents ...all other students hand in written analysis
Apr 11	Latin America	Ch13	
Apr 13	Cont		
Apr15	China	Ch 14	
Apr 18	China		
Apr 20	China		Guest Speaker
Apr 22	SPRING HOLIDAY		
Apr 25	Review		
Apr 26	Review		
Apr 27	READING DAY		
<b>Exam 3</b>	<b>Ch 11,12,13,14</b>		<b>Per University Schedule for Exams</b>