



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Bryan School of Business and Economics

MBA 745-1Z: Doing Business in Prague

Spring 2013

This syllabus is subject to change to accommodate instructional and/or student needs.

Instructor: Nir Kshetri, Ph D,
Phone: 334-4530
Office location: 368 BRYAN

Email: nbkshetri@uncg.edu
Fax: 334-5580

Catalog Description

Practices and principles involved in conducting business in a specified country. Lectures and seminars by local academicians and site visitations and lectures by foreign business people. May be repeated if offered in a different country.

Course Requirements

MBA 745 is offered in the following format: We will have meetings in February 2013 to explain the basis of the course and the requirements. By March 1, you are required to submit a pre-assigned reading assignment about the institutional, cultural and business environment of Czech Republic. Then we will travel to Prague, Czech Republic. Plant/organization visits and meetings have been arranged. A number of experts are scheduled to deliver lectures on various business related topics covering Czech Republic and the European Union. In addition, sight-seeing and cultural enrichment side trips will be offered.

Evaluation and Grading Policy

Online Participation and Contribution (250 points)

Blackboard is an important component of this course. You are expected to login regularly, read other course participants' posts and post to the discussion topics. Your posts enhance and enrich not only your own learning but also that of your fellow course participants. Please feel free to post anything that contributes to our learning of business environment in France.

At least twelve posts are required. **Please carefully read the items posted by the instructor and follow them closely in terms of format and length.**

1. Your posts are evaluated using the following criteria:
2. Have you done additional research and included source(s) of your information? You need to include each reference in its complete form, not just the link.
3. Have you connected your discussion with lectures delivered by the experts during the Prague visit (some of them)?
4. Have you connected your posts with the current business related events (some of them)?
5. Do your posts refer to other course participants' posts (some of them)?
6. Are your posts uniformly distributed throughout the session?
7. Are they sufficient long (that is, at least 2 paragraphs)?
8. Are they insightful and provide the reader with new ideas?

The last day for posting on the discussion board is April 10, 2013. Please copy all your posts in ONE word document and email me by this date. Make sure that each of your posts has the date you posted on the blackboard.

Group Project: Pre-Trip Assignment--Case Analysis (150 point)

You are required to analyze the case assigned by the instructor. You will submit a written analysis of the case to the before March 1, 2013 (6-8-page double spaced).

While there is no one “correct” approach to organizing a written case analysis and presentation, I expect you to adhere to the guidelines posted in the blackboard.

Daily Journal (250 points)

Please submit a typed copy of your notes from all the daily activities and business meetings (lectures, trips, etc.) that you attended. Your notes from the business meetings should focus on what you learned from the meetings.

A formal presentation of the daily experiences (integrated with your additional research) will focus on cultural and educational experiences in Czech Republic.

Individual Final Paper (350 points)

You are required to write a comprehensive paper on any topic related to doing business in Czech Republic. Your topic must be pre-approved by the instructor. Your paper will be around 2,000-2,500 words in length. The paper should be in APA format and a minimum of fifteen references should be included in the bibliography. You should also include your field visit experience.

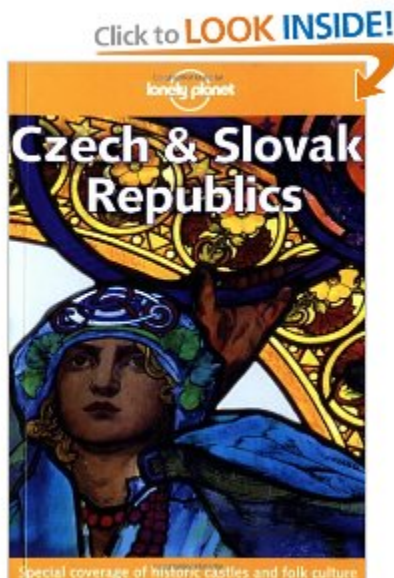
The deadline of paper submission is April 10, 2013. Some examples of topics for the final paper will be available on the blackboard.

Scoring System for the Final Grade

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

Score	Grade	Score	Grade	Score	Grade
940 - 1000	A	810 – 849	B	670 – 709	C
900 – 939	A-	760 – 809	B-	0 – 669	F
850 – 899	B+	710 – 759	C+		

List of Readings



1. Case analysis (TBD).
2. Kshetri, Nir (2013). Chapter 4: Entrepreneurship in Free Market OECD Economies, in *Global Entrepreneurship: Environment and Strategy*, Routledge: New York (Available in Course Document section).
3. Kshetri, Nir (2009) “Entrepreneurship in Post-Socialist Economies: A Typology and Institutional Contexts for Market Entrepreneurship”, *Journal of International Entrepreneurship*, 7(3): 236-259 (Available in Course Document section).
4. Czech Republic –people, culture, language: A guide for businesses (http://www.rln-london.com/pdf/country/Czech_Republic.pdf)
5. Any non-technical book about institutional, cultural and business environment in France such as: Lonely Planet Czech & Slovak Republics by Neil Wilson and Richard Nebesky. Also visit Lonely Planet websites at: Czech Republic (<http://www.lonelyplanet.com/czech->

[republic](#)) and
(<http://www.lonelyplanet.com/thorntree/forum.jspa?forumID=15&keywordid=114>)

Final Examination:

There will be no final proctored examination.

Attendance Policy:

Participation points are given to each of the planned events for attendance. To earn these points, you must stay for the entire period. Students who miss a planned even are expected to get the notes from their classmates, and to request related handouts from the instructor.

Additional Requirements:

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.

Expectations of Students

Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at <http://academicintegrity.uncg.edu/complete/> and <http://studentconduct.uncg.edu/policy/code/>. The Bryan School has additional expectations and guidelines for students to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

Expectations of Faculty

The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at http://provost.uncg.edu/faculty/h_section4.asp In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

Instructor Information

Nir Kshetri is Associate Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro (UNCG). He is a research fellow at Research Institute for Economics & Business Administration - Kobe University, Japan. Nir holds a Ph D in Business Administration from University of Rhode Island; an M.B.A. from Banaras Hindu University (India); and an M. Sc. (Mathematics) and an M. A. (Economics) from Tribhuvan University (Nepal). His undergraduate degrees are in Civil Engineering and Mathematics/Physics from Tribhuvan University.

Nir's previously held positions include faculty member at Management School, Kathmandu University (Nepal) and visiting lecturer at Management School, Lancaster University (U.K.). He has held visiting professorship in a number of universities including Kobe University, Japan, European Business School, Paris, France, Bad Mergentheim Business School, Baden-Wuerttemberg, Germany, **Transatlantik-Institut**, Fachhochschule Ludwigshafen am Rhein, Germany and Konrad Lorenz University, Bogota, Colombia. During 1997-99, Nir was a consultant and a trainer for the Food and Agricultural Organization (FAO) of the United Nations, German Technical Cooperation (GTZ) and Agricultural Development Bank of Nepal.

Nir is an Advisory Council member of the Pacific Telecommunications Council (2011-2015). He is a faculty senate member and have *headed and served on a number of committees* in UNCG. He also served as a Board Member of the Communities in Schools of Greater Greensboro (2004-2007) and on International Business Advisory Board, University of Minho, Braga, Portugal (2009). Since 2010, Nir has served as a jurist for the Intelligent Community Forum.

Nir's two books *Global Entrepreneurship: Environment and Strategy* (Routledge: New York) and *Cybercrime in the Global South: Structure, Processes and Characteristics* (Palgrave Macmillan, Houndmills, Basingstoke, U.K.) are due to be published in 2012. He is also the author of *The Global Cyber-crime Industry: Economic, Institutional and Strategic Perspectives* (Springer-Verlag: Berlin, Heidelberg, New York, 2010) (<http://www.springer.com/business/media+management/book/978-3-642-11521-9>) and *The Rapidly Transforming Chinese High Technology Industry and Market: Institutions, Ingredients, Mechanisms and Modus Operandi* (Caas Business School, City of London and Chandos Publishing: Oxford, 2008) (http://www.amazon.com/Rapidly-Transforming-Chinese-High-Technology-Industry/dp/1843344645/ref=sr_1?ie=UTF8&s=books&qid=1218228152&sr=8-1).

Nir has published fifty six journal articles in journals such as *Foreign Policy*, *European Journal of Marketing*, *Journal of International Marketing*, *Journal of Macromarketing*, *Third World Quarterly*, *Asia Pacific Journal of Marketing and Logistics*, *Journal of International Management*, *Communications of the ACM*, *IEEE Computer*, *IEEE Security and Privacy*, *IEEE Software*, *Electronic Markets*, *Small Business Economics*, *Thunderbird International Business Review*, *Telecommunications Policy*, *Journal of International Entrepreneurship*, *Electronic Commerce Research and Applications*, *Baltic Journal of Management*, *IT Professional*, *Journal of Health Organization and Management*, *Journal of Developmental Entrepreneurship*, *International Journal of Health Care Quality Assurance*, *Journal of Electronic Commerce Research*, *Journal of Computer Information Systems*, *Journal of Technology Management in China*, *First Monday*, *Pacific Telecommunications Review*, *Marketing Management Journal*, *The Pacific Asia Journal of AIS*, *Emerald Emerging Markets Case Studies*, *Journal of Interdisciplinary Mathematics*, *Journal of Asia Pacific Business and International Journal of Cases on Electronic Commerce*. He has also contributed about two-dozen chapters to several books including *Outsourcing and Offshoring* (Cambridge University Press, New York, 2010), *Handbook of Technology Management* (Wiley, 2010), *In the wave of M&A: Europe and Japan* (Kobe University, RIEB Center, Kobe, Japan, 2007), *M-commerce in North America, Europe and Asia-Pacific: Country Perspectives* (Idea Group Publishing, 2006), *Encyclopedia of Information Science and Technology* (Idea Group Publishing, 2005), *Indian Telecom Industry - Trends and Cases* (The ICAFI University Press, 2005), *The Internet Encyclopedia* (John Wiley & Sons, 2004); *Wireless Communications and Mobile Commerce* (Idea Group Publishing, 2003); *The Digital Challenges: Information Technology in the Development Context* (Ashgate Publishing, 2003); *Architectural Issues of Web-enabled Electronic Business* (Idea Group Publishing, 2003), *Internet Marketing* (2nd edition, Stuttgart, Germany: Schaeffer-Poeschel, 2001).

In December 2010, Nir was invited by the United Nations in Geneva, Switzerland to speak on "Addressing security challenges on a global scale". Nir has travelled to about sixty fifty countries. He has

given lectures or presented research papers (over 120) at various national and international conference in Canada, China, Colombia, Czech Republic, Denmark, Dominican Republic, Ecuador, France, Germany, Greece, India, Italy, Japan, Morocco, Nepal, New Zealand, Oman, Portugal, Romania, South Africa, South Korea, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia **and** Turkey. He has given invited talks at Harvard University, Cornell University, Duke University, Kobe University, University of Maryland (College Park), Bucharest Academy of Economic Studies, Romania, University of Pretoria and Temple University. In September 2010, Nir was a featured speaker at the Jamestown Business Association meeting. He has also been invited for keynote talks and webinars by businesses. In 2008, the Kauffman Foundation awarded him a grant to study Entrepreneurial Firms in OECD Economies.

Nir is a two-time winner of the Bryan School Teaching Excellence Award (2012 and 2008). He was also a finalist in the 2009 UNCG Alumni Teaching Excellence Award. In February 2012, his paper was the winner of a Best *paper* award at the 5th International Conference on Information Systems and Economic Intelligence (SIIE) (Tunisia). A 2012 study ranked him # 2 *in terms* of the number of articles published in *Journal of International Management* over a 13-year period (1998-2010). Nir received Emerald Literati Network 2010 Award for Excellence for the article, "The evolution of the Chinese online gaming industry," published in the *Journal of Technology Management in China*. Nir is also a two time winner of the Pacific Telecommunication Council's *Meheroo Jussavalla Research Paper Prize (2010 and 2008)* and a *finalist* in the *Management and Organization Review (MOR)* Best Paper Award in the China Goes Global Conference organized by the Harvard University (October, 2008). Nir was also the runner up in the 2004 dissertation competition of the American Marketing Association's Technology and Innovations Special Interest Group and the winner of the 2001 Association of Consumer Research/Sheth Foundation dissertation award. He also won the first place in the Pacific Telecommunication Council's Essay competition in 2001 and second place in the same competition in 2000. In May, 2006, the Information Resources Management Association (IRMA) presented Nir with the Organization Service Award for the Best Track Chair in the IRMA 2006 International Conference. During 2002-10, Nir ranked 8th -13th among the most popular authors of the NetAcademy Universe.

Nir has been interviewed by *WFMY News 2* on Google's Safari Tracking *cookies controversy* and Google's privacy policy. In May 2011, HPC in the Cloud published a video-interview with Nir "Video Feature: The Cloud's Criminal Element" (http://www.hpcinthecloud.com/hpccloud/2011-05-17/video_feature_the_clouds_criminal_element.html). Nir's works have also been featured in *Foreign Policy's Global Newsstand* section (a publication of the Carnegie Endowment for International Peace), *East-West Center News* and in *Providence Journal*. He was pictured in the front page of Jamestown News on October 6, 2010. He was also pictured in the front page of *Global Perspective*, a publication of the Fox School's Temple CIBER and Institute of Global Management Studies (Fall 2004). Nir has been quoted in magazines and newspapers such as *Telecommunications*, *Simply Security*, *The Business Journal of the Greater Triad Area*, *Jamestown News*, *Greensboro News and Record*, *El Nuevo Herald*, *Mother Nature Network*, *Gulf-Times.com*, *The Times of India*, *news24.com*, *Canoe.ca*, *key4biz.it*, *aufaitmaroc.com*, *rtbf.be*, *livemint.com*, *World News Australia*, *Brunei Times*, *Leadership Magazine* and *High Point Enterprise*. Nir's work has also been featured at the UNCG homepage (www.uncg.edu).

Head in the cloud

*Dr. Nir Kshetri has become a go-to source
for cybersecurity* 🌟



<http://ure.uncg.edu/prod/inspirechange/2011/12/02/head-in-the-cloud/>



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Please submit this form by March 1, 2013.

Your full name

The name you preferred to be called

Your hometown

Your telephone number

Your undergraduate major

Graduate program(s) you are in (e.g., Master of Business Administration):

Countries you have travelled

Other information you would like me to know about you