OMT/EGR/IND/SOS/HON 494: Global Impact Entrepreneurship

Course description and objectives
This is course is a part of a 3 course sequence option including travel to Africa, Mexico and other countries. This course is designed to provide ASU students with a comprehensive understanding of the problems and the potential for entrepreneurship in developing economies including western Africa, South Asia and Latin America.

In this course you will increase your global awareness and understanding of the complex nature of poverty and the means to address it. This course is designed to motivate students to think comprehensively about sustainable ways of addressing poverty-related issues by focusing on business ventures through improved product design and business initiatives that take advantage of local resources, networks and institutions. Students will have an opportunity to design/refine technologies and services for social entrepreneurial models in a manner that addresses the felt needs of communities in the developing world.

This course will enhance your cultural understanding and various aspects of social entrepreneurship. With emphasis on the foundations of the elements of the business of social entrepreneurship, the course will examine piloted technological innovations by ASU students in the west African nation of Ghana and in Mexico, critically analyze a holistic approach to planning, partnering and building a collaborative business model incorporating design and developmental issues specific to different cultures. The course will stress the interdisciplinary and integrated nature of carrying out social ventures through readings, real life experiences and case study models. We will also analyze technological initiatives that have already been piloted in Ghana and attempt to create sustainable business ventures for them.

By the end of the semester, students will initiate their own design process for a business venture that is sustainable for social, economic and environmental reasons.

Format
The class will be generally divided into three broad categories: 1) Understanding the context of developing economies, 2) Developing products and services for these economies, and 3) Designing business ventures for these products and services. In each of these three categories we will have lectures, videos clips, class demonstrations, class discussions of readings and case studies, mini-workshops and in-class interactions, technology review, case studies, and experiential learning of students who have already visited Ghana.

You will work both individually and in teams to develop ideas and solutions. ASU-based teams will work collaboratively with teams from KNUST and Kumasi Polytech in Ghana, and with various campuses (Toluca, Guadalajara, etc.) of the Tec de Monterrey system in Mexico to address specific felt challenges and develop solutions and venture models and plans.

Readings
Other readings will be posted on Blackboard on a regular basis and 2 weeks prior to their due date readings in class.

**Teams and Teamwork.** Teamwork consists primarily of working on a new venture as a team. Students will organize into 4 person teams by the end of the first week or two, and will collaborate primarily in class. You can meet additionally outside of class in person and/or virtually as necessary to get your teamwork done. By the end of the third week, teams will select an opportunity to address with a new venture from one of a variety of sources: 1) one or more students on the team may have a technology or idea s/he wishes to explore and the team becomes convinced that it is an opportunity worth pursuing over the course of the semester, 2) an opportunity will be identified through a team process of brainstorming and analyzing opportunities during the first and second weeks of class, or 3) the team will select from one of a group of technology possibilities offered by course faculty.

**Team Exercises (200 points):** Each team must complete the exercises by the date specified to receive credit. Exercises are worth 5 or 10 points. Both level of effort and quality of work will be taken into consideration when scoring each exercise.

**Team Final Deliverables (200 points):** Each team will develop a set of final venture business model deliverables. They include a final presentation, executive summary, Proforma (forward-looking) financials and NCIIA grant. The most important of these deliverables is the final presentation, which is the full expression of your envisioned business model. You will build up to the final presentation over the course of the semester by creating two interim presentations, each of which explore a major aspect of the technology-product-service solution and business model as you develop it.

**Teamwork (200 points):** Team members will evaluate one another at the end of the semester based on their contribution and attitude as team members. Course instructors will then assign student a teamwork score of 0-200 points based on the feedback from their team members and instructor observations of team function and health throughout the semester.

**Individual Work.** Individual work consists of quizzes and an individual Edson proposal project.

**Quizzes (200 points):** Quizzes will be given approximately every other week throughout the semester. They are intended to reinforce what you learn from the readings, lectures and videos. The 10 quizzes generally consist of 10 questions worth 2 points each.

**Individual Edson Project (200 points):** The individual project is your chance to explore an idea that is solely your own, independently of any team members. If you have a unique idea, market opportunity or technology that you do not wish to expose to the rest of the class or outside world, do not propose it as a team project. Use it as the basis of your individual project. The project proposal will take the form a proposal to the Edson Student Entrepreneur Initiative [http://studentventures.asu.edu/]. Each individual will develop an Edson proposal in four parts, as well as a final draft. See the Weekly Outline for due dates. The Edson proposal will be finished in time for submission to the Edson competition in the spring of 2011. The submission deadline will be around the first of April. See the Edson site above for the actual calendar.
You will choose a venture idea (product or service) during the second week of class and you will use that idea throughout the course. The format of the final individual project (due at the end of the term) is the ASU Edson format. Your individual project will need to meet all of the requirements listed. Some sections you will write regarding future plans rather than things that you have already accomplished. Please note that the questions posed on this link are the questions that will be used to grade your project. The Edson Proposal will proceed in 6 steps: an abstract, the four parts, and a final draft, as follows:

Edson Proposal Abstract: Reflect on the team exercise of Opportunity Identification and Analysis. Select an opportunity that appeals to you. Write an “elevator speech” about the opportunity and why you can uniquely address it. This will be the basis of your Edson proposal.

Edson Proposal Part 1: Business Concept and Strategy
- What is your business/product/service idea? How does it work?
- What market need does your venture fulfill or create?
- How will your venture solve the need/problem it seeks to address?
- What activities will lead to the advancement of your venture’s stated purpose?
- What legal protections might your product/service need? What legal entity might you establish? Why?
- Ensure your concept proposal is well-written, clear and consistent, and is it free of spelling and grammatical errors!

Edson Proposal Part 2: Marketing Strategy
- Who are your competitors and who are some potential alliance partners?
- How will you get your products/services to the market?
- Explain your understanding of the market size and structure, and how much of the market your venture plans to capture. Where did you get this information? What else could you research in the future to better understand your market?

Edson Proposal Part 3: Management Team and Qualifications
- Who is on the team?
- Have you considered team members from multiple disciplines?
- What are the qualifications of the team members to build the venture?
- Have team members taken entrepreneurial courses or had entrepreneurial experiences?
- Mentor(s) and Advisor(s)
- Has the team developed relationships with one or more business mentor(s)?
- If so, who are they and what are their qualifications?
- Has the team developed an advisory board?
- If so, who is on it and what are their qualifications?

Edson Proposal Part 4:
- Milestones. Determine the steps you will take over the next year to move your venture forward, assuming you were to win an Edson Student Entrepreneur award that you request. The Milestone plan should be in sync with the Budget & Uses of Capital below.
• Budget & Uses of Capital
  o With the information gathered above, create a budget for the first year that reflects an understanding of the true costs of the proposed activities.
  o What other resources do you have that are not on the budget (i.e. bootstrapping resources such as your own time and expertise, your parent’s garage as office space, etc.)?

Edson Proposal Final:
• FINAL PROJECT – Complete all remaining sections (management team, sustainability and anything else you find helpful and valuable to your proposal) and make any necessary updates to previous sections. Should be 7 – 10 pages in length
• Have someone proofread your document for grammar, spelling, and general flow of writing!

Reasonable Accommodations
ASU adheres to all applicable federal, state, local laws, regulations and guidelines with respect to providing reasonable accommodations for students with disabilities. Students with disabilities should register with Disabled Student Services and contact their instructor(s) in a timely manner to arrange for appropriate accommodations.