

**BMGT 398E**  
**SOCIAL ENTREPRENEURSHIP IN LATIN AMERICA**  
**SPRING 2014**

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Course meeting times: Tuesday evenings, 6-9:35 p.m., April 1 to May 13

BMGT 398D is designed to help students obtain a real life learning experience where they will have the opportunity simultaneously to (1) use the knowledge gained in their undergraduate studies, (2) experience entrepreneurship and small business operations first hand and (3) positively impact the lives of entrepreneurs and their families.

Note: This class has a companion class, BMGT 499G. This class will be taught in Fall 2014 and will focus on a symposium showcasing the results of the summer internships in Nicaragua and the Dominican Republic and follow up with Maryland entrepreneurs.

**Expectations for Students**

1. Students will learn and practice principles of entrepreneurship, focusing on social entrepreneurship.
2. Students will learn about consulting through researching business problems/issues identified by entrepreneurs, and developing recommendations for ways to solve these problems.
3. Students will gain real-life understanding of microfinance; what works and what doesn't, and what benefits microloans can bring to entrepreneurs in a developing nation.
4. Students will learn about the micro-consignment model and how it is applied in developing nations.
5. Students will recognize the opportunities and challenges inherent in cross-cultural experiences and in doing business in Latin America.

**Grading**

1. Case presentation – 25%
2. Case write ups (non-presentation cases) – 15%
3. Team project, working with entrepreneurs – 30%
4. Class participation, quizzes, homework – 30%

**Required Readings** - Packet of cases and readings, available from copy center

**Course topics**

Course topics include: Microfinance theory and practice; Social Entrepreneurship, with an emphasis on entrepreneurship in Latin America, basic business principles (including finance,

marketing and communications, business plan development, and operations and logistics), culture in Latin America, with emphasis on business culture in Latin America, challenges in entrepreneurship, with an emphasis on social entrepreneurship, including measuring impact, and dealing with failure and risk.

### **Course Requirements**

**Group Case Presentation (25%):** One of the major goals of this course is to give you practice in applying theory to practical problems and in presenting your ideas to peers. The cases we cover in this class are designed to provide you with such practice. On the day of the presentation, each group should turn in to me a 5 page, double spaced, written analysis plus exhibits, along with a copy of the slides you will use in the presentation.

**Individual Case Write Ups (15%):** Students who are not part of the presenting group will turn in a 1-2 page case summary on the day that the case will be discussed in class.

**Class Participation (30%):** This class will have a number of guest speakers. Participating in class is essential for preparing for the summer internship. They may be quizzes and homework assignments to reinforce the work done in class.

**Entrepreneur Project (30%):** The class will work with Casa de Maryland in Silver Spring, a non-profit organization that provides services to Latino immigrants. There are several ways that we may be able to help. One is working with clients who want to start businesses. The other area where they would like help is with the youth who come to their community center. They would like the public school students involved in a Young Entrepreneurs Club. Your job would be developing a program and activities to start the club. Ideally, you might want to continue outside of this course.

### **Social Entrepreneurship with Greg Van Kirk**

Greg Van Kirk, founder of the Social Entrepreneur Corp., will teach the students about social entrepreneurship, focusing on the work that SEC does across the world, and emphasizing the work in Nicaragua and the Dominican Republic.

### **Class Participation**

The ability to communicate clearly and effectively is an essential skill for aspiring financial managers. While speaking up in class is not required for this course, you can earn extra credit for class participation that may help increase your course grade at the end of the semester. To get the most out of this class, please be involved. The 5 Ps of student involvement in class discussions are:

- **Preparation.** If you don't read class materials before class, the in-class discussion will be less meaningful.
- **Presence.** If you're not here (in body and mind), you can't learn, and more importantly, you can't add your unique thoughts and insights to the class discussion.

- Promptness and Politeness. Students who enter late or leave early disrupt the group discussion. In addition, if you have trouble hearing me or other students because of distractions around you, quietly ask those responsible for the distraction to stop. Please let me know immediately if you have any problem which is preventing you from performing satisfactorily in this class.
- Participation. Learning is best facilitated by regular participation. More importantly, you have the responsibility to share your understanding and judgment with the class to advance the group's collective skills and knowledge.

This is not a one-way street. For my part, I will carefully and completely prepare for class. I will show concern for all students, both in class and in my office hours and telephone consultations. I will work hard to make the course a satisfying learning experience. You have the responsibility to tell me what you believe will make the course a more satisfying learning experience.

## **Course Policies**

**Honor Code and Academic Integrity:** The University's Code of Academic Integrity is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this code. The Smith School does not tolerate academic dishonesty. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code. Please visit the following web site for more information on the University's Code of Academic Integrity: <http://www.studenthonorcouncil.umd.edu/code.html>. On each assignment you will be asked to write out and sign the following pledge: *"I pledge on my honor that I have not given or received any unauthorized assistance on this exam/assignment."*

### **Special Needs**

Any student with special needs or special accommodations needs because of disabilities should bring this to your professor's attention as soon as possible, but no later than the second week of class. You should also inform your professor in advance of any intended absences for religious observances or absences due to athletics or university activities.

### **Absence Policies**

The university absence policy can be found at: <http://www.president.umd.edu/policies/v100g.html>. For a single absence, The University will accept as an excused absence a self-signed note from a student who has missed a single lecture, recitation, or laboratory, attesting to the date of the illness. The note must also contain an acknowledgement by the student that the information is true and correct and that providing false information is prohibited under Code of Student Conduct. The student is also obligated to make a reasonable attempt to inform the instructor of his/her illness in advance. Students who miss more than a single class, whether consecutive or non-consecutive misses or experience an illness during a Major Scheduled Grading Event, shall be required to provide written documentation of the illness from the Health Center or from an outside health care provider. Major grading events are the three mid semester exams, the final exam, the discussion labs and the four project parts. In cases where written verification is provided, the Health Center or outside health care provider shall verify dates of treatment and indicate the time frame that the student was unable to meet academic responsibilities. The student is also obligated to make a reasonable attempt to inform the instructor of his/her illness in advance.