

Lochlann Quinn School of Business Summer Internship Programme

Business & Global Development

Venue:	Lochlann Quinn Building, Belfield. Day & Time: 24 Hour Clock		
Lecture	Theatres: TBD		
Instructor:	Killian Stokes	E:	killian.stokes@ucd.ie
Programme Manager:	Ms. Áine Ní Riain	E:	quinnstudyabroad@ucd.ie

Course Description:

“In 1945 one in two people on planet earth lived in extreme hunger and poverty but thanks to our empathy, innovation, creativity, and entrepreneurship that number today is down to just one in ten. But as more children survive and more families thrive more people want to live like you and me, enjoying three meals a day, running water, electricity, a fridge, a family car and many other trappings of a modern life.

Unfortunately, we in the west already live way beyond our means. We only have one planet not two and so our big challenge is to reinvent our world, to figure out how we can lift that final billion out of poverty and ensure all seven, nine and eventually all eleven billion of us can live full and meaningful lives in harmony with our one fragile planet.”

- Killian Stokes

In a more globalized world, business and trade increasingly impact on poverty and global development. With a focus primarily on Africa, the module takes account of prevailing business paradigms and explores alternative models and frameworks. Students will be exposed to personal and up-to-date examples of businesses that have embraced markets in the global south and they will have the opportunity to understand a range of business models such as inclusive business, creating shared value and building sustainable supply chains.

The module explores how enterprises can be profitable and successfully contribute to poverty reduction by including low income communities in the value chain on the demand side as consumers, clients, and/or on the supply side as producers, entrepreneurs or employees. Through a stakeholder framework the module considers complex questions such as business and human rights, and the role of business in ending extreme poverty. Students have the opportunity to reflect and debate these choices and their implications from a number of perspectives. Finally, students have the opportunity to consider how one’s personal and professional choices are connected to development.

Learning Outcomes:

On completing this module, students should be able to:

1. Recognize and assess the scope and power of business and its impact on social, economic and environmental wellbeing in the global south;
2. Understand and apply key sustainability frameworks and concepts on the potential for working sustainably within the context of the least developed countries;
3. Be aware of one's own role through personal and professional decision making in relation to social, economic and environmental sustainability;
4. Test concepts and theories through completing a group project, applying the theories for analysis, identify practical challenges and opportunities;
5. Explore and critically assess models of engagement by implementing individual research, reflection and analysis.

Assessment:

Assessment of this summer module will have three components:

1. **Lecture Reflection and Analysis Journal (25%):** On an individual basis, complete a journal of 5 entries, approximately one per lecture, reviewing, analyzing and further researching themes, ideas and topics raised in class. A final completed and amended journal should be submitted by 6pm on Tuesday 31st July
2. **Team Research, Presentation and Write up (25%):** Working in groups of 5-6 students, conduct a research project on an existing company or social enterprise working in Africa using a SWOT, PESTLE and the Business Model Canvas for analysis to explore market opportunities, national and resource challenges and potential costs, revenues and partners. Group presentations of approximately 10-15 minutes will be scheduled for delivery in class on June 29th.
3. **Essay (50%):** A 1,500 word essay with a title, topic and region of the student's choice should be written with an emphasis on the role business can play in development in Africa. A short outline defining the scope and title of your essay should be handed into class by Saturday 16th June with the final completed essay due for submission by 6pm on Tuesday 31st July.

Reference Books:

- The Fortune at the Base of the Pyramid: Eradicating Poverty through Profits – C. K Prahalad.
- The End of Poverty – Jeffrey Sachs.
- Dead Aid – Dambisa Moyo.
- White Man's Burden – William Easterly.
- Development as Freedom – Amartya Sen.
- Aid and Other Dirty Business - How Good Intention have failed the world's poor – Giles Bolton
- Africa Doesn't Matter – How the West has failed the poorest continent and what we can do about it. – Giles Bolton
- Creating Shared Value – Michael Porter & Mark R Kramer.

Module topics

The schedule below outlines the planned themes, readings and tasks week by week. Updates and additions will be notified in class and online.

Week	Date & Time	Lecture Title	Key Themes and Readings	Class Exercises
1	Monday 11 th June (afternoon)	Introduction		
2	Tuesday 12 th June (afternoon)	Basic Needs		
3	Thursday 14 th June (morning)	Infrastructure, Market Access & Women's Rights		A Perfect Storm : The water, food and energy crisis.
4	Friday 15 th June (morning)	Business in Africa From Exploitation to FairChain		Disrupting Industry: Creating shared value in our everyday products.
5	Saturday 16 th June (morning)	Innovation & Entrepreneurship in Development		
6	Monday 29th June (morning)	Student Group Presentations		
7	Monday 30 th July (afternoon)	Analyzing the Aid Industry		
8	Tuesday 31 st July (afternoon)	Recap, Review and Class Discussion		

Support text and required readings

We will provide you with a list of reading texts and online resources and invite you to add to the module resource bank by posting articles, clips or useful information to the discussion board.

Assessment criteria and grade descriptors

This module utilizes criterion referencing and UCD Grade Descriptors. Before attempting the assessment for this module, you are encouraged to review the grade descriptors. A copy of the UCD grade descriptors can be downloaded from:

http://www.ucd.ie/registry/assessment/student_info/Explanation%20of%20Modular%20Grade_Descriptors.pdf

Where specific assessment criteria apply to each component, they are detailed in the assignment brief set out earlier in this module outline.

Protocol for submitting your assignments: All continuous assessment should be submitted electronically via SafeAssign in Blackboard, by the deadline specified. Please do not email assignments directly to the teaching team. *Where a hardcopy submission is required, the procedure for submission is set out below.*

University Policies

You should ensure you are familiar with the following UCD protocols:

- **Plagiarism and Academic Integrity:** UCD and the College of Business take academic integrity extremely seriously. All work must be your own, be completed specifically for this module and not have been submitted elsewhere. It should also be accompanied by a signed own work statement, such as the following:

I declare that all materials included in this essay/report/project/dissertation is the end result of my own work and that due acknowledgement have been given in the bibliography and references to ALL sources be they printed, electronic or personal.

The university's plagiarism and academic integrity policy is available from:

<http://www.ucd.ie/registry/academicsecretariat/plagiarism.htm>.

- **Harvard Referencing Style:** UCD College of Business uses the Harvard style of referencing. The UCD library has developed some resources on avoiding plagiarism and on how to reference correctly using the Harvard style. These resources are available from:
http://www.ucd.ie/library/supporting_you/support_learning/.
- **Assessment Submission Form:** When submitting a piece of assessment, you are asked to attach an assessment submission form. This form is available from:
http://www.ucd.ie/registry/academicsecretariat/docs/modular_f.pdf.
- **Late Submission of Coursework:** This policy outlines the steps you should take where you know in advance that you will not be in a position to meet a submission deadline and the penalties imposed in such circumstances. See <http://www.ucd.ie/registry/academicsecretariat/latesub.htm>
- **UCD Extenuating Circumstances policy:** If, during the course of this module, you encounter any serious unforeseen circumstances that are beyond your control and which prevent you from meeting the requirements of the module, you should consult this policy. A student guide to this policy is available from:
http://www.ucd.ie/registry/academicsecretariat/docs/extcstudent_g.pdf
- **UCD Student Code:** The UCD Student Code establishes the University's regulations and expectations in respect of student behaviour and conduct. The Student Code is available from:
http://www.ucd.ie/registry/academicsecretariat/docs/student_code.pdf