What this module is about

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.

Module learning outcomes

On completing this module, you will 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 module has three components:

1. **Weekly Reflection and Analysis Log (25%)**: On an individual basis, complete ten one-page weekly journal entries reviewing, analyzing and further researching a theme, topic or challenge highlighted in that week’s lecture integrated with theories, concepts and ideas shared by specific readings from the course. A final completed and amended journal should be submitted by 6pm on the Friday of week 13.

2. **Team Research, Presentation and Write up (25%)**: In groups of not more than 5 students, conduct a research project on an existing company or social enterprise working in Africa using a SWOT, PESTLE and the Business Model Canvass 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 week 9.

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 in by the lecture in week 7 with the final completed essay due for submission by 6pm on the Friday of week 13.

**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.

**Workload**

This is a 5 ECTS module.

- Class Attendance & Discussion: 24 hours
- Class Readings & Preparation: 40 hours
- Assessment Work: 61 hours
- Total workload: 125 hours
Module topics

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Date &amp; Time</th>
<th>Lecture Title</th>
<th>Key Themes and Readings</th>
<th>Notes</th>
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<tr>
<td>1</td>
<td>4pm Tues 12th September</td>
<td>Introduction</td>
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<td>2</td>
<td>4pm Tues 19th September</td>
<td>Basic Needs</td>
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<td>3</td>
<td>4pm Tues 26th September</td>
<td>Infrastructure &amp; Market Access</td>
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<td>4</td>
<td>4pm Tues 3rd October</td>
<td>The Business of Aid</td>
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<td>5</td>
<td>4pm Tues 10th October</td>
<td>Value Chains</td>
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<td>6</td>
<td>4pm Tues 17th October</td>
<td>Exploitation &amp; Extraction in Africa</td>
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<td>7</td>
<td>4pm Tues 24th October</td>
<td>Brand Africa</td>
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<td>Guest Lecturer: Penelope Muzanenhamo</td>
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<td>8</td>
<td>4pm Tues 31st October</td>
<td>Innovation &amp; Entrepreneurship</td>
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<td>9</td>
<td>4pm Tues 7th November</td>
<td>Group Presentations</td>
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<td>10</td>
<td>4pm Tues 14th November</td>
<td>Innovation Workshop</td>
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<td>11</td>
<td>4pm Tues 21st November</td>
<td>Development &amp; Our Planet</td>
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<td>12</td>
<td>4pm Tues 28th November</td>
<td>Recap &amp; Conclusions</td>
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<td>13</td>
<td>6pm Friday 8th December</td>
<td>Submissions</td>
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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.