# GIM Social Impact Syllabus

Winter 2017

**January 28/29**

**&**

**February 18/19**

Professor Tasha Seitz

tasha.seitz@kellogg.northwestern.edu

Phone: 1-312-953-2842

Office hours: January 29 and February 19 from 12-1pm; or by appointment

**Course Description and Objectives**

Global Initiatives in Management (GIM) Social Impact is a course designed to provide students with a broad introduction to the unique opportunities and challenges of designing and analyzing business models – either for-profit or not-for-profit – that create positive societal or environmental impact. During the course, students will gain broad exposure to a variety of organizations around the world that have deliberately designed their organization for social impact and will analyze how and where financial return is compatible with social return.

In addition, students will have the opportunity to look in-depth at the social challenges and market opportunities in one region: East Africa. Students will work in teams on research projects that analyze one business sector in depth and develop a market landscape analysis. The class will travel to Kigali, Rwanda, and Nairobi, Kenya, during spring break in March to conduct field research and interviews and meet leading social impact organizations.

East Africa is emerging as a global hub for innovation around social impact and impact investing. The region has been of interest to both conventional and socially-motivated investors because of the comparatively stable business environment it offers, with democratically elected governments, low inflation and steady growth. Almost $10 billion has been invested in the region, half of which has gone into Kenya, where Nairobi has become a hub for impact investing in the region. Yet Kenya is also one of the most unequal countries in the region, with 42% of its population living below the poverty line, and has faced serious challenges with food insecurity due to drought and a growing population of refugees from Somalia and South Sudan. Rwanda has made a remarkable recovery since the genocide in 1994, and the country, while small, is considered one of the most stable and promising in the East African region.

**GIM Program Objectives**

The GIM Program enables Kellogg students to:

* Gain an understanding of the economic, political, social, and culture characteristics of a country or region outside the United States.
* Learn about key business trends, industries, and sectors in a country or region outside the United States.
* Conduct international business research on a sector of interest.
* Further develop teamwork and leadership skills.

**Attendance Policy**

Due to the nature of the GIM program, attendance for all GIM classes is mandatory, as is participation in the two-week field trip. Attendance on the first day of class is also mandatory. If a student misses more than one class throughout the term, one letter grade will be deducted from his or her final grade. Exceptions may be made by the faculty member in cases of extreme circumstances.

**Role of the In-Country Advisor**

Throughout your GIM trip, you will be accompanied by an in-country advisor, Debbie Kraus, Director of Global Study Programs at Kellogg. The in-country advisor is responsible for the planning, integrity, and quality of the in-country experience. Among other logistical roles during the trip, she will be assessing each student’s level of participation during the plenary meetings and will be assigning 15% of the students’ overall grade.

**Kellogg Honor Code**

The students of the Kellogg School of Management regard honesty and integrity as qualities essential to the practice and profession of management. The purpose of the Kellogg Honor Code is to promote these qualities so that each student can fully develop his or her individual potential. Upon admission, each student makes an agreement with his or her fellow students to abide by the Kellogg Honor Code. Students who violate the Kellogg Honor Code violate this

agreement and must accept the sanction(s) imposed by the Kellogg community.

The Kellogg Honor Code is administered by students and is based on the concept of self-government. The efficacy of such a student-administered honor code is dependent upon a high degree of dedication to the ideals of honesty, integrity and equal opportunity reflected by the code. The Kellogg Honor Code requires that each student act with integrity in all Kellogg activities and that each student hold his or her peers to the same standard. In agreeing to abide

by the code, the Kellogg students also agree to report suspected violations. By not tolerating lapses in honesty and integrity, the Kellogg community affirms the importance of these values.

**Course Materials**

|  |
| --- |
| Thurow, Roger. *The Last Hunger Season: A Year in an African Farm Community on the Brink of Change.* |
| Course reading packet. |

**Course Schedule and Assignments**

|  |  |
| --- | --- |
| **Webinar #1** | **November 28, 2016 (5-6:00pm central)** |
| *Topics:* | Class expectations & travel logistics |

|  |  |
| --- | --- |
| **Pre-Class #2** | **January 15, 2017 (4:30-6:00pm central) – Allen Center** |
| *Topics:* | Class kick-off  Class project discussion & project group formation |
| *Assignment:* | Review syllabus  Complete pre-course survey |

|  |  |
| --- | --- |
| **Class #1** | **January 28, 2017 (1-6pm central) – Allen Center** |
| *Topics:* | Introductions and Spectrum of Social Impact  Measurement & Metrics  Sustainability & Scale  Introduction to Kenya & Rwanda |
| *Speaker:* | Expert on Kenya & Rwanda |
| *Assignments:* | Video: [TED Talk by Ernesto Sirolli](https://www.ted.com/talks/ernesto_sirolli_want_to_help_someone_shut_up_and_listen?language=en)  Video: [How we can make the world a better place by 2030](http://www.ted.com/talks/michael_green_how_we_can_make_the_world_a_better_place_by_2030?utm_source=email&source=email&utm_medium=social&utm_campaign=ios-share)  Overview Reading:   * [Charity and Investment Should Work Together](http://www.nytimes.com/roomfordebate/2014/12/30/charity-vs-socially-responsible-investment/charity-and-investment-should-work-together) * [A Decade of Outcome-Oriented Philanthropy](http://www.ssireview.org/articles/entry/a_decade_of_outcome_oriented_philanthropy) * [The Fortune at the Bottom of the Pyramid](http://www.strategy-business.com/article/11518?pg=all) * The Social Enterprise Spectrum (course packet) * Read Overview (pages 4-9) of [Millenium Development Goals Report 2015](http://mdgs.un.org/unsd/mdg/resources/static/products/progress2015/english2015.pdf) * [Sustainable Development Goals](http://www.undp.org/content/dam/undp/library/corporate/brochure/SDGs_Booklet_Web_En.pdf)   Measurement and Scalability Reading:   * [Mulago Foundation: Rigorous Yet Realistic Measurement](https://www.gsb.stanford.edu/sites/gsb/files/publication-pdf/mulagofoundationi.pdf) * SSIR: [10 Years of Performance Measurement](http://ssir.org/articles/entry/ten_years_of_performance_measurement) * SSIR: [Social Good = Scale x Impact](http://ssir.org/articles/entry/social_good_scale_x_impact_who_knew) * SSIR: [When Less Impact Per Client = Greater Impact](http://ssir.org/articles/entry/when_less_impact_per_client_greater_social_good) * [The Big Push Back](http://www.economist.com/node/21541001) * [Go Big or Go Home: Investing in Scalable Solutions](http://mulagofoundation.org/img/pdf/SSIR_KS-09.pdf) * SSIR: [Ensuring that Scaling What Works Actually Works](http://ssir.org/articles/entry/ensuring_that_scaling_what_works_actually_works) * [The Face of Poverty](http://www.ssireview.org/blog/entry/the_face_of_poverty)   East Africa reading:   * [Doing Business in Kenya](https://ke.usembassy.gov/business/getting-started-kenya/) * [Landscape for Impact Investing in Africa: Kenya](http://www.thegiin.org/assets/documents/pub/East%20Africa%20Landscape%20Study/05Kenya_GIIN_eastafrica_DIGITAL.pdf) * [Doing Business in Rwanda](https://rwanda.usembassy.gov/doing-business-local.html) * [Landscape for Impact Investing in Africa: Rwanda](https://thegiin.org/assets/documents/pub/East%20Africa%20Landscape%20Study/08Rwanda_GIIN_eastafrica_DIGITAL.pdf) |

|  |  |
| --- | --- |
| **Class #2** | **January 29, 2017 (9:00-12:00pm central) – Allen Center** |
| *Topics:* | Impact vs. Financial Returns Map  Designing a Impact Business Model |
| *Speaker:* | Toni Maraviglia, founder of Eneza Education |
| *Assignments:* | Two-page overview of an organization working in your sector of interest |

|  |  |
| --- | --- |
| **Group Check- In** | **Schedule time between February 9-15, 2017** |
| *Topics:* | Project update and trip planning |
| *Assignments* | Draft of sector overview presentation  Select a subsector as focus of project  Draft of in-country plan (target meetings)  Summary of 3-5 interviews for background research |

|  |  |
| --- | --- |
| **Class #3** | **February 18, 2017 (1:00-6:00pm central)** |
| *Topics:* | Overview of Impact Investing  World Economic Forum Impact Investing Simulation  One Acre Fund Case Discussion |
| *Speaker:* | Brian Trelstad, founder of Bridges Ventures US and former Chief Investment Officer for Acumen (via Skype) |
| *Assignments:* | Video: [Putting Smallholder Farmers First in the Fight to End Hunger](https://www.youtube.com/watch?v=X0WTDX_gjD8)  Thurow, Roger. *The Last Hunger Season: A Year in an African Farm Community on the Brink of Change.*  Case: Prepare business model canvas for **One Acre Fund**  One Acre Fund reading:   * [Business Model Canvas video](https://www.youtube.com/watch?v=QoAOzMTLP5s) & [Business Model Canvas Explained](http://6w2x.com/bm-mardi/bmc-canvasexplained.html) * Scale innovations (course packet) * Driving financial sustainability (course packet) * Failure white papers (course packet) * [One Acre Fund 2015 Annual Report](https://www.oneacrefund.org/uploads/all-files/Annual_Report_2015_One_Acre_Fund_v4.pdf)   Impact Investing Reading:   * [Social Impact Investing Will Be the New Venture Capital](https://hbr.org/2013/01/social-impact-investing-will-b/) * [Learning from Silicon Valley](http://www.ssireview.org/articles/entry/learning_from_silicon_valley1) * [Priming the Pump: The Case for a Sector-Based Approach to Impact Investing](http://www.omidyar.com/sites/default/files/file_archive/insights/Priming%20the%20Pump_Omidyar%20Network_Sept_2012.pdf) * [Frontier Capital: Early Stage Investing for Financial Returns and Social Impact in Emerging Markets](https://www.omidyar.com/sites/default/files/file_archive/insights/Frontier%20Capital%20Report%202015/ON_Frontier_Capital_Executive_Summary_FINAL_single_pp_100515.pdf) * [Barron’s: Impact Investing Done Right](http://www.barrons.com/articles/impact-investing-done-right-1448684226) * [Achieving the Sustainable Development Goals: The Role of Impact Investing](https://thegiin.org/assets/GIIN_Impact InvestingSDGs_Finalprofiles_webfile.pdf) * [The Trouble With Impact Investing, Part 1](http://www.ssireview.org/blog/entry/the_trouble_with_impact_investing_part_1) * [The Trouble With Impact Investing, Part 2](http://www.ssireview.org/blog/entry/the_trouble_with_impact_investing_part_2) * [The Trouble With Impact Investing, Part 3](http://www.ssireview.org/blog/entry/the_trouble_with_impact_investing_p3) |

|  |  |
| --- | --- |
| **Class #4** | **February 19, 2017 (9:00-12:00pm central) – Allen Center** |
| *Topics:* | Student sector presentations  Corporate Impact Strategy |
| *Speaker:* | GE Foundation Global Health Strategy |
| *Assignments:* | Sector presentations by project teams  Audio: [WBEZ ‘Cecil the Lion’ and conservation](http://www.wbez.org/programs/worldview/2015-08-06/bigger-picture-behind-cecil-lion-112584)  Reading:   * TBD |

|  |  |
| --- | --- |
| **Webinar #2** | **March 2, 2017 (5:00-6:00pm central)** |
| *Topics:* | Trip preparation |
| *Assignments:* | Submit in-country plan |

|  |
| --- |
| **In-Country Field Research - March 15th – March 23rd**  **In-country team check-ins – March 21/22** |

|  |  |
| --- | --- |
| **Final Class** | **April 9, 2017 (1:00-3:30 – tentative)** |
| *Topics:* | Trip debrief  Student final project presentations |
| *Assignments:* | Submit final projects by noon central  Submit personal reflection paper by noon central |

**In-Country Academics**

Students are reminded that GIM is first and foremost an academic program. 15% of your overall grade will be based on your participation in the plenary meetings and engagement in other activities as assessed by the in-country advisor. In order to achieve a high grade, students are expected to not only attend all plenary meetings, but to be actively engaged during the meetings and other learning opportunities in country.

**Assessment**

|  |  |
| --- | --- |
| **Team Project & Individual Assignment** | **70%** |
| Background Research Presentation | 10% |
| In-Country Research Plan | 10% |
| In-Class Presentation | 20% |
| Individual Reflections Paper | 15% |
| Peer Evaluation | 15% |
| **Participation** | **30%** |
| In-Class Participation (attendance, discussion, engagement) | 15% |
| In-Country Participation (plenary meetings; determined by GIM advisor) | 15% |

**GIM Research Projects**

The core of the GIM Social Impact class is an independent research project. The students begin secondary research on their topic during the winter quarter, incorporating perspectives from the class readings and speakers. While in-country, students will spend considerable time speaking with resident experts and potential customers, gathering local data from the field. *Students must conduct interviews for their projects in* ***every*** *city that they visit throughout the trip.*

***Project Deliverables***

* **Background Research Review and Presentation (10%)** – Before departing for the in-country portion of the class, the team must submit a review examining secondary information relevant to the project in Kenya. This review may serve as a first draft of the background section of the final project report.
* **In-Country Plan (10%)** – This is a detailed matrix of five or more investigative research meetings arranged in country. The best plans will include day/time/location of meeting; name/description of organization; name/title/bio of interviewee; agenda and interview guide for each meeting.
* **In-Class Final Presentation (20%)** – During the final class, the project group will make a presentation in class on their industry sector. Groups should hand in a detailed, powerpoint presentation with full citations as their final deliverable for the project.
* **Peer Evaluation (15%)** – Each member within the project group will assess every other member’s contributions to the project, including their own, with a confidential peer review form that takes into account each member’s intellectual contribution, initiative and organization, workload contribution and overall contribution. Additionally the class will assess the contributions of each team to their overall learning and experience of the course.

***Individual Assignment***

* In addition to the group project, each student will turn in a 3-5 page personal reflection paper after the trip, due at the final class. Grades will based upon:
  + The level of synthesis between class and in-country learnings
  + Engaging, insightful and relevant thinking
  + Applicability of insights to professional interests
  + Overall quality and organization of writing