

# Brainstorming to Bankrolling: Beyond the Classroom

(aka Principles of Microfinance)

Spring 2018

GENB 7334/4334 & FINA 7397/4397

**Instructor:** Dr. Saleha Khumawala  
**Office:** 380-E Melcher Hall  
**Class:** Saturdays 9:00-12:00 noon, CEMO Hall Room 101  
**Web address:** <http://www.bauer.uh.edu/SURE>

## Prerequisites

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Bauer College students and Graduate students from other UH Colleges with a basic understanding of business.

## Course Objectives

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The chief objective of this course is to make sure each student gains a theoretical, practical and experiential education in social innovation and entrepreneurship as well as starting and consulting on small businesses.

### Theoretical Learning Course Objectives

- Master the concept of the *Base of the Pyramid* and understand its economic importance.
- Understand *Social Innovation* and how to achieve a *Triple Bottom Line* plus two P's.

### Practical Learning Course Objectives

- Gain practical experience consulting on three to four real startups.
- Construct financials, design a marketing and sales plan, organize management, build a supply chain, and analyze financial statements for three to four businesses.

### Experiential Learning course Objectives

- Build a portfolio of 21<sup>st</sup> century skills needed by the market place
- Become engaged as both a consultant to three to four entrepreneurs, and a mentee to one of the *SCORE* mentors.
- Learn to leverage skills, education, and relationships to find solutions for the entrepreneurs by asking the right questions and offering innovative perspectives.

## Concepts Covered in the Course

Concepts such as *Base of the Pyramid* as a business opportunity and its importance in today's global economy with its enormous purchasing power, the increase of B Corporations, L3Cs and the nuances of shared economies are discussed. With evolving business models and complexities, it is important that students understand the opportunities and challenges faced. Equally important, understand social innovation and how to achieve a **TRIPLE Bottom Line**. Furthermore, many of the near future's greatest business people will be social entrepreneurs. Social Entrepreneurship is a rapidly developing field of business in which entrepreneurs use business concepts, innovation, and technology to solve some of the most pressing and challenging problems of society. Whether charting a path to a new startup, as policymaker, or CEO/CFO/COO/CIO or as a consultant, entrepreneurship education can positively impact at all levels in a wide number of contexts.

## Course Overview

In this course, students act as consultants to Houston entrepreneurs within the SURE™ Program.

### What is the SURE™ Program?

SURE™ stands for **Stimulating Urban Renewal through Entrepreneurship**.

*It is experiential learning that embeds service learning with a measurable social impact.*

SURE™ provides an experiential, impactful, innovative educational program by creating a partnership between University of Houston students, business thought leaders, and aspiring local entrepreneurs from under-resourced communities.

The goal is to produce socially engaged students who have developed empathy, critical thinking and key soft skills and to stimulate urban renewal by empowering entrepreneurs in under-resourced communities.

### What is the student's role in the SURE Program?

The SURE Program has three distinct groups of participants.

1. The (Student) Consultants: Each student will serve as a consultant to three to four entrepreneurs. He or she is responsible for supervising the entrepreneurs in writing their business plans, and connecting each entrepreneur with any resources or information needed to finish their business plan in preparation for pitching for funding.
2. The SURE Program faculty and staff: Dr. Khumawala, the fellows, the executive experts (aka Subject Matter experts-SME), and the SCORE mentors (see: [scorehouston.org](http://scorehouston.org) )
3. The Entrepreneurs: Every semester hundreds of community members apply to enroll in SURE Program. The staff interview and evaluate them all admitting 60-70 each semester.

## Readings, Movie and Videos to watch are all posted on Blackboard

Assorted short articles on BoP, social entrepreneurship and social innovation, are **posted on BB**

**Class Schedule** Breakfast is served at 8:30 a.m. and Lunch is served at 1 p.m.

<u>Weeks</u>	<u>Date</u>	<u>Topic</u>	<u>Readings/Assignments</u>
Week 1-4	Jan. 20 &27, Feb. 3 & 10	Theory, concepts and Consulting Training	As assigned
Weeks 5-14	Feb 17- April 21	Project work	Consulting with the assigned entrepreneurs

Saturday April 28<sup>th</sup> SURE™ Program Graduation!!