

**Table 1 – Overview of Sustainable Product and Market Development for Subsistence Marketplaces**

| Class Sessions   | Orientation  |  |   |
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|  | Philosophical  | Substantive  | Methodological  |
| <p>Fall Semester <i>Virtual Immersion</i></p> <ul style="list-style-type: none"> <li>• Week 1 - Poverty simulation</li> <li>• Weeks 2-4 - Analysis of interviews and videos</li> <li>• Week 2 - First person summaries and discussions</li> <li>• Week 3 - Models of poverty</li> <li>• Week 4 - Models of needs, products, and markets</li> <li>• Week 5 - Critiques of papers</li> </ul> | <ul style="list-style-type: none"> <li>• Group formation for projects with commercial or social enterprises</li> <li>• Course introduction with emphasis on envisioning a better world and understanding related challenges</li> </ul>   | <ul style="list-style-type: none"> <li>• Focus on subsistence marketplaces and a global view of sustainability</li> </ul>              | <ul style="list-style-type: none"> <li>• Bottom up learning from interviews, videos, and simulation to derive conceptual models</li> <li>• Classroom as space for learning without “expert” view</li> </ul>                           |
| <p>Fall Semester <i>Emersion</i></p> <ul style="list-style-type: none"> <li>• 6 weeks of emersion of ideas and concepts unique to subsistence marketplaces</li> <li>✓ Cases from Prahalad (2005)</li> <li>✓ Guest speakers – entrepreneurs, technologists, social workers</li> </ul>   | <ul style="list-style-type: none"> <li>• Role of vision and values in organizational strategies and associated challenges with elements of business as key points of analysis</li> <li>• Balancing different stakeholder perspectives</li> <li>• Synergies and tradeoffs between economic, social, and environmental sustainability</li> </ul> | <ul style="list-style-type: none"> <li>• Focus on organizations working in subsistence marketplaces – vision and challenges</li> </ul> | <ul style="list-style-type: none"> <li>• Learning from examples and case studies rather than beginning with traditional concepts</li> <li>• Implicit comparison and contrast with existing concepts emerging from approach</li> </ul> |

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| <p>Fall Semester Group Project</p> <ul style="list-style-type: none"> <li>• Group formation for projects with commercial or social enterprises</li> <li>• Generation and screening product ideas</li> <li>• Market research plan for family of ideas</li> </ul>  | <ul style="list-style-type: none"> <li>• Role of vision and associated challenges for organizational sponsors</li> </ul>   | <ul style="list-style-type: none"> <li>• Solutions focused on subsistence marketplaces</li> </ul>  | <ul style="list-style-type: none"> <li>• Open-ended generation of needs and ideas</li> <li>• Bottom-up market research plan through unstructured interviews</li> </ul>  |
| <p>Winter International Immersion Experience</p> <ul style="list-style-type: none"> <li>• Broader immersion in subsistence marketplaces through first hand observation of the influences of poverty, literacy, and culture<br/>Individual and group interactions in urban and rural settings; Observations in urban and rural settings</li> <li>• Market research for projects<br/>Individual and group interviews in rural and urban settings</li> <li>• Discussions with company sponsors regarding projects</li> <li>• Learning about a diverse set of organizations and their initiatives in subsistence marketplaces</li> </ul> | <ul style="list-style-type: none"> <li>• Emphasis on individual and community welfare</li> <li>• Interaction with organizations that explicitly incorporate social values</li> </ul>   | <ul style="list-style-type: none"> <li>• Actual immersion in subsistence marketplaces</li> <li>• Learning from subsistence marketplaces</li> <li>• Learning from commercial and social organizations serving subsistence marketplaces</li> </ul> | <ul style="list-style-type: none"> <li>• Unstructured interactions to facilitate bottom-up learning</li> <li>• Bottom –up research methods to learn from and then design solutions for</li> <li>• Communication on an equal plane with subsistence consumers and entrepreneurs with mindset of mutual learning</li> <li>• Bottom-up learning from field examples</li> </ul> |
| <p>Spring Semester Product Design and Business Plan Development</p> <ul style="list-style-type: none"> <li>• Concept generation and evaluation</li> <li>• Conceptual Design, Prototyping and Testing</li> <li>• Business Plan Development</li> </ul>   | <ul style="list-style-type: none"> <li>• Explicit incorporation of values into all elements of design and business plan</li> <li>• Confronting challenges through a focus on core business functions and processes, such as product development rather than as peripheral area for business to pay attention to</li> <li>• Balancing different stakeholder perspectives</li> </ul> | <ul style="list-style-type: none"> <li>• Solutions designed based on learning from subsistence marketplaces</li> </ul>   | <ul style="list-style-type: none"> <li>• Contextualized product design and business plan development processes based on bottom-up learning</li> </ul>   |