

## Content Videos By Topic

1. Introduction
2. Project Deliverables
3. Understanding Subsistence Marketplaces
4. Thinking, Feeling & Coping in Subsistence Marketplaces
5. Gaining Marketplace Insights & Conducting Virtual Interviews
6. Designing Products
7. Relating in Subsistence Marketplaces
8. Sustaining in Subsistence Marketplaces
9. EQ IQ, Bottom Up vs Top Down
10. Bottom Up Journey
11. Sustainable Development
12. Conclusion

## Content Slide Decks by Topic

1. Introduction to the Course
2. Bottom Up Immersion - Understanding Needs
3. Understanding Subsistence Marketplaces
4. Understanding Subsistence Marketplaces - Poverty
5. Gaining Insights & Designing Solutions
6. Relating & Sustaining in Subsistence Marketplaces
7. Developing Business Plans for Subsistence Marketplaces
8. Value Proposition
9. Bottom Up Approach & Business for Good (Gone Bad)
10. Sustainability & Emerging Markets
11. Sustainability & Business for Good
12. Project Deliverable 1
13. Project Deliverable 2
14. Project Deliverable 3
15. Final Project Deliverable

## **Multi-Media Experiential Learning**

Online Poverty Simulation

Day In the Life videos

360 videos

Immersion Exercises

Recorded Interviews (pw: subsistence):

Honduras

Uganda

Tanzania

USA

Movie-based immersion

Business For Good Video Series

# Other Links

- Syllabus - <https://lmu.box.com/s/zkjjekjjcyze5hcz103i8bp8qhyb0by>
- Subsistence Marketplaces Eduationn Website - <https://www.subsistencemarketplaces.org/education.html>
- DK Kim Foundation Business For Good Program Website - <https://cba.lmu.edu/centers/ibes/eventsprograms/businessforgood/>