

## **Exploring the Intersection of Business Strategy and Poverty Alleviation**

As you explore course options for Fall 2018, I encourage you to consider Business Strategies for the Base of the Pyramid (BA612), a class focused on the opportunity to align business-oriented incentives for growth, innovation, and profits with the development community's efforts to create a more inclusive world.

My goal is to provide you with critical concepts and practical tools for developing and evaluating business ventures designed to serve base-of-the-pyramid (low-income) markets. Using a carefully constructed portfolio of case studies, simulations, videos, and readings, we will apply these frameworks to BoP ventures operating in Asia, Africa, and Latin America.

To help students gain a first-hand understanding of on-going work in the field, the course also includes two 3-hour lab sessions focused on interaction and shared learning. For each, I invite an enterprise leader deeply involved with BoP venture development to convey both their organization's vision and some of the obstacles they are currently facing. Recent participants include leaders from Acumen, CEMEX-Mexico, GE Healthcare, Movirtu, Oxfam, Pfizer, Unilever-India, and VisionSpring.

Hope to see you in class in Fall B. For more information, feel free to contact me – [tlondon@umich.edu](mailto:tlondon@umich.edu)

Professor: Ted London

Credits: 2.25

Section 1: Tuesdays and Thursdays 12:40-2:10pm, Three Friday Sessions (Nov. 16, Nov. 30 & Dec. 7) 9am-noon

Section 2: Tuesdays 6:30-9:30pm, Three Thursday Sessions (Nov. 15, Nov. 29 & Dec. 6) 6:30-9:30pm