THROUGH GLOBAL ENGAGEMENT

FALL 2019 - GLOBAL IMMERSION PROGRAM

This Global Immersion program invites students from across campus to apply their academic and professional interests towards enacting positive social change in an international context. During the semester, students from all disciplines, with any level of entrepreneurial background, will deepen their understanding of entrepreneurial thinking and practice and develop a business plan for either a traditional business or social enterprise (addressing a social needs through business). At the end of the semester, students will present their sustainable market-based solutions by traveling to the country and engaging with local partners.

AN IMMERSIVE EXPERIENCE

Like many African countries, there are a number of challenges to economic development in Benin. The experiential learning component of this course enables students to take a hands-on approach to work as a team of up to four students researching the cultural factors which impact economic development. Students will explore how social innovation and entrepreneurship emerge, develop and evolve in an interdisciplinary fashion. The student teams will learn about innovative strategies addressing critical issues in environmental, social, and financial sectors to further positive social change.

INNOVATION FOR GOOD

TEAMS WILL CHOOSE TO FOCUS THEIR PROJECT IN

ENVIRONMENTAL SOCIAL BUSINESS ENTERPRISE AGRICULTURAL SECTORS

PHASE ONE

The first component of this project takes place during the Fall semester. In a mostly-online course (BSAD 491), teams of students will complete various modules relating to cultural and ethnographic discovery, followed by developing their entrepreneurial thinking toward business and the development of their projects. Utilizing the connections with on-the-ground partners in Benin along with the interactive technology platform, LivePlan, teams will assemble their business plans to present during the fieldwork portion of the program.

PHASE TWO

The second component of the project happens in Benin after finals week in December. Students will fly into Cotonou, Benin. Eight nights will be spent in Benin, traveling to different sites for meetings with business owners and community partners to better inform the development of the final business plan. In addition, students will participate in cultural site visits, such as a museum tour, city tour, and a traditional mask dance. Students will present their findings to community members in Benin to conclude the program.

FOR APPLICATION INFORMATION:
AMY.LESTER@UNL.EDU
PRIORITY SELECTION: APRIL 24

TRAVEL DATES:
DECEMBER 14 - 22

COURSE CREDIT:
BSAD 491
ABOUT THE REGION

Cotonou is the business center of Benin allowing students on this program will have access to entrepreneurs, agricultural businesses, government leaders, and officials. Cotonou, is close in proximity to Lagos, Nigeria, the biggest economic hub of western Africa. Thus, students will be able to experience the influence of another significant business culture in the region.

Benin or the Republic of Benin, with Porto-Novo as the capital, is located in West Africa and boarded by Nigeria (to the east), Togo (west), Burkina Faso and Niger (north), and the Atlantic Ocean (south). The total area of Benin is about 44,3310 square miles, approximately 57% of the total area of Nebraska, US. Population of Benin as of 2016 is approximately 10.7 million (approximately five times that of Nebraska). They are several ethnic groups in Benin and various languages, however, the language of business is French. Benin is a country with incredible potential with an economy highly dependent on agriculture and trade.

EXPLORE HOW SOCIAL INNOVATION AND ENTREPRENEURSHIP EMERGE, DEVELOP AND EVOLVE IN AN INTERDISCIPLINARY, INTERNATIONAL CONTEXT

COURSE CREDIT

On the Global Engagement through Social Entrepreneurship program, students will earn three (3) credit hours of BSAD 491- International Studies in Business and Economics. This course is graded and can contribute to the International Business Course Requirement and/or Upper Level Electives for most CoB majors. If interested in earning credit towards the Entrepreneurship and Innovation track in the Management major, or as contributing to an Entrepreneurship minor, please consult the Center for Entrepreneurship for special permission. Students from other disciplines are encouraged to speak with their academic advisors and program directors to see other ways this course could contribute to their degree requirements.