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.

Like many Central American countries, there are a number of challenges to economic development in Panama. 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.

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 Panama along with the interactive technology platform, LivePlan, teams will assemble their business plans to present during the fieldwork portion of the program.

The second component of the project happens in Panama during the winter break December. Students will fly into Panama City and spend two weeks 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 the Husker Race city tour, and visiting the Panama Canal. Students will present their findings to community members in Panama to conclude the program.
The Central American country of Panama is uniquely situated to provide an excellent opportunity to explore the exporting industry and seek new ventures in development. The famous Panama Canal has changed the way the world does business, and with its rising middle/upper class, Panama is seeking new ways to develop the infrastructure for this economic sector for their continued growth. Panama City is a diverse and driven city with up-and-coming technology paired with the largest rain forest within its city limits. The primary drivers of the Panamanian economy include the transport of goods via cargo ships through the Panama Canal, the exportation of refined goods, and tourism. Participating first hand in the growth and development of this booming country is an academic experience not to miss.

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.

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

TRAVEL DATES: DECEMBER 27 - JANUARY 7
COURSE CREDIT: BSAD 491