

Upcoming session:

October 24 – December 25

Enrolled

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Syllabus

Course Description

This course aims to enable understanding about subsistence marketplaces among those in different parts of the world that can and want to make a difference. The broader aim is for students to consider the global challenge of poverty and envision a better world. The content to be used in this course has been developed and taught for more than seven years. Variations of this learning experience are offered to all incoming undergraduate business students, as well as to those in graduate and executive education in business at the University of Illinois at Urbana-Champaign. The constant interaction between research and public engagement for over 15 years has allowed for the development of the Subsistence Marketplaces Initiative. This initiative has created unique synergies through pioneering research, teaching, and social initiatives in subsistence marketplaces such as the Indian market.

Course Goals and Objectives

- To develop an understanding of marketplace activity in the radically different context of subsistence where much of humanity resides and survives
- To design solutions that can be implemented by individuals, businesses, and social enterprises through economically, ecologically, and socially sustainable products for subsistence marketplaces

Classes and assignments are organized to achieve these objectives:

- To develop an understanding of a radically different context: a number of individual assignments include analyzing interviews of individuals living in poverty, completing an online poverty simulation, analyzing videos, and completing image-based immersion exercises
- To envision the role of businesses and social enterprises in such contexts: assignments include developing a solution that addresses the needs of individuals and communities living at or near subsistence anywhere around the world

Textbook and Readings

Links to reading materials and videos are provided in every module. As an option, participants may want to acquire the Subsistence Marketplaces eText, which was created as a course companion and contains the readings and videos for the course plus additional materials. The eText ranges from USD \$7.99 to USD \$9.99 and can be purchased from the following:

- eTextInk/Acadiem (USD \$7.99)
- Amazon (Kindle Version) (USD \$8.99)
- iTunes (USD \$9.99)

Course Outline

This course has been organized into two parts. Each part is four weeks long. For each part, participants are required to watch the videos, do the readings, and complete the module quizzes in order to pass the course. Participating in additional activities, such as project milestones, is highly encouraged.

Modules 1–4: Understanding Subsistence Marketplaces focuses on an introduction to and general understanding of subsistence marketplaces. This part will involve readings, individual reflections, and the sharing of thoughts and ideas about the local communities where the participants reside.

Modules 5–8: Designing Solutions for Subsistence Marketplaces focuses on readings, individual reflections, and the sharing of thoughts and ideas about the local communities where the participants reside. You will be able to opt for designing and developing your proposals as individuals or as part of a group.

Part I: Understanding Subsistence Marketplaces

Module 1 Introduction to Subsistence Marketplaces Approach

- Course Orientation
- Lesson 1-1 Introduction to Subsistence Marketplaces
- Lesson 1-2 Thinking in Subsistence Marketplaces

Reading:

- Chapter 1 Voices of Subsistence Consumers and Entrepreneurs

Module 2 Consumers and Entrepreneurs in Subsistence Marketplaces

- Lesson 2-1 Feeling and Coping in Subsistence Marketplaces
- Lesson 2-2 Subsistence Consumers and Entrepreneurs

Readings:

- Chapter 3 Understanding Subsistence Entrepreneurs

- Chapter 4 Consumer and Entrepreneurial Strengths and Vulnerabilities in Subsistence Marketplaces

Module 3 Exchanges and Needs in Subsistence Marketplaces

- Lesson 3-1 Exchanges and Relationships in Subsistence Marketplaces
- Lesson 3-2 Needs, Products, Relationships, and Markets in Subsistence Marketplaces

Readings:

- Chapter 2 Understanding Needs, Products, and Markets for Subsistence Consumers
- Chapter 6 Understanding Subsistence Marketplaces

Module 4 Gaining Marketplaces Insights

- Lesson 4-1 Gaining Marketplace Insights in Subsistence Marketplaces
- Lesson 4-2 Local Environments in Subsistence Marketplaces

Readings:

- Chapter 7 Subsistence and Sustainability
- Chapter 11 Research Methods for Subsistence Marketplaces

Part II: Designing Solutions for Subsistence Marketplaces

Module 5 Identifying Needs and Generating Ideas

- Lesson 5-1 Identifying and Understanding Need, Drivers, and Context Elements
- Lesson 5-2 Generating Ideas and Designing Solutions

Readings:

- Section I Summary
- Chapter 8 Product Development for Subsistence Marketplaces

Module 6 Evaluating Ideas and Designing Solutions

- Lesson 6-1 Evaluating Solutions and Designing Ecosystems
- Lesson 6-2 Designing, Communicating, and Delivering the Value Proposition

Readings:

- Chapter 9 Marketing for Subsistence Marketplaces
- Chapter 10 Designing Enterprise Models for Subsistence Marketplaces: Doing Well by Doing Good

Module 7 Crafting an Enterprise Plan

- Lesson 7-1 Designing Elements of Enterprise Plan – Case Study of Sun Oven
- Lesson 7-2 Designing Elements of Enterprise Plan – Case Study of Marketplace Literacy Project

Readings:

- Section II Summary

Module 8 Course Summary and Conclusion

- Lesson 8-1 Summary
- Lesson 8-2 Poster Session and Reflections

Readings:

- No required readings

Elements of This Course

The course is comprised of the following elements:

- **Lecture videos.** In each module the concepts you need to know will be presented through a collection of short video lectures. You may stream these videos for playback within the browser by clicking on their titles or download the videos. You may also download the slides that go along with the videos.
- **Readings.** Assigned passages from the textbook will explore the topic in more detail or in a different light.
- **Practice Quizzes.** Each module will include 2 practice quizzes, intended for you to assess your understanding of the topics. You will be allowed unlimited attempts at each practice quiz. Each attempt may present a different selection of questions to you. There is no time limit on how long you take to complete each attempt at the quiz. These quizzes do not contribute toward your final score in the class.
- **Module Quizzes.** Each module will include 1 for-credit quiz. You will be allowed 3 attempts per every 8 hours at each quiz. There is no time limit on how long you take to complete each attempt at the quiz. Each attempt may present a different selection of questions to you. Your highest score will be used when calculating your final score in the class.
- **Forum Assignments.** Forum assignments are optional. These assignments provide you with a chance to interact with your peers to share ideas and discuss an instructor-provided topic.
- **Peer Review Reading Assignments.** These peer review assignments are optional. They provide you with a chance to reflect on the assigned readings in each module.
- **Project Milestones.** Your project will focus on designing a solution for a (local) subsistence marketplace that you will research when completing the project assignments every week. The proposal will involve presenting in a visual display (i.e., as a poster) your proposed solution, and this proposal will be developed incrementally as the course

progresses. The proposal will include a description of the problem, the context, and detailed information on the proposed solution and implementation with sustainable outcomes. The proposal will be reviewed by your instructor and peers. The project, which is optional, is the ultimate product of this course. By participating in the project, you have a chance to apply what you learn in this class to a very practical, real-world situation. Learn more about the project milestones. **The Project Milestones are Honors assessments and are not required for you to pass the course.**

How to Pass The Class

I am continually looking to improve this course and may encounter some issues requiring us to make changes sooner rather than later. As such, this syllabus is subject to change. I appreciate your input and ask that you have patience as we make adjustments to this course.

To qualify for a Course Certificate, simply start verifying your coursework at the beginning of the course and pay the fee. Coursera Financial Aid is available to offset the registration cost for learners with demonstrated economic needs. If you have questions about Course Certificates, please see the help topics here.

If you choose not to pay the fee, you can still participate in the complete course, but you will not receive a Course Certificate.

The following table explains the breakdown for what is required in order to pass the class and qualify for a Course Certificate. You must pass each and every required activity in order to pass this course.

Name of activity	Required?	Number per module	Estimated hours per module	% required to pass
Lectures	Required	4-6	1	N/A
Textbook Readings	Required	0-4	2	N/A
Practice Quizzes	Required	2	0.5	80%
Forum Assignments	Optional	2	2	0
Peer Review Reading Assignments	Optional	1	1	70%
Module Quizzes	Required	1	0.5	80%
Project Milestones	Optional (Honors)*	1	1	80%

*If you complete and pass all 7 of the Project Milestones in addition to all of the other required assignments, you will earn an Honors designation on your Course Certificate. Additionally, you will become part of the "Subsistence Marketplace" community, receiving access and updates from the Subsistence Marketplaces Initiative.

Getting and Giving Help

You can get/give help via the following means:

- Use the **Learner Help Center** to find information regarding specific technical problems. For example, technical problems would include error messages, difficulty submitting assignments, or problems with video playback. If you cannot find an answer in the documentation, you can also report your problem to the Coursera staff by clicking on the **Contact Us!** link available on each topic's page within the Learner Help Center.
- Use the **Content Issues** forum to report errors in lecture video content, assignment questions and answers, assignment grading, text and links on course pages, or the content of other course materials. University of Illinois staff and Community Mentors will monitor this forum and respond to issues.

Note: Due to the large number of learners enrolled in this course, I am not able to answer emails sent directly to my account. Rather, all questions should be reported as described above.

✓ Complete

