DESCRIPTION:

This course allows students to apply high-level MBA strategy skills in a unique cultural context – among grassroots entrepreneurs in the state of Gujarat in India. Immersed in Indian culture and working on challenging business problems, students will test their skills and thinking, gain global exposure, and help impoverished families prosper. They will also see how MBA business analysis and leadership skills translate to a vastly different context. With 1.9 million members, SEWA is a global NGO that organizes collective representation for poor female laborers from the informal economy. SEWA’s goals for its members are full employment and self-reliance.

UW student teams spend eight intense days working with SEWA’s staff understanding issues and scoping projects to improve lives and livelihoods. The teams return to Seattle Spring Quarter to complete their projects, drawing upon continued communication with SEWA managers and consultation with professional mentors. Group recommendations are presented to SEWA via videoconference in May for feedback and implementation.

LEARNING OBJECTIVES:

- Gain global business experience by scoping and completing a project to the client’s satisfaction.
- Sharpen strategic and creative thinking by engaging with problems and a low-resource setting requiring out-of-the box application of classroom knowledge.
- Enhance cultural intelligence by learning to be flexible while communicating in ways appropriate to the client context, expectations and business practices.
- Explore models of social enterprise - understand strengths and limitations of using business models and disciplines to solve social problems.
- Make a measurable difference in the lives of SEWA women and their families – to help them to earn better livings and lead more comfortable lives.
COURSE SCHEDULE

PRE-DEPARTURE:

Pre-Departure Session 1.  (Saturday Feb. 2, 9:00 a.m.-1:00 p.m., Paccar 390)

Agenda:
- Introduction and Overview of SEWA
- Course Overview
- Itinerary and Travel Logistics
- Group Expectations
- Team Meetings

After the session, there will be an (optional) no host lunch at Chili’s Southern Indian Cuisine restaurant on the Ave.

Read:
- SEWA (A): Ela Bhatt (Ivey Case)
- Headstrong: Profile of a Headloader in Ahmedabad, India, Leslie Vryenhoek

Post-Session:
- Before the teleconference, you will receive an e-mail introducing your team to your SEWA manager(s). Please respond by sending them an e-mail introducing yourselves and including pictures. Create an attachment that includes photos, short (one-paragraph) bios plus a sentence or two on why you want to work with SEWA. Please cc Jennifer and Josie on these introductory e-mails as well as SEWA chairwoman Reemaben Nanavaty: reemananavaty@sewa.org

Teleconference with SEWA.  (Thursday Feb. 21, 8:00-10:30 p.m., Paccar 390)

In this session, you will have a brief opportunity to meet your SEWA manager(s) via videoconference. They may provide a short overview of the project and you will have the opportunity to pose a few questions.

Prepare:
- Come prepared with 3-5 questions for your managers.

Pre-Departure Session 2.  (Saturday March 2, 9:00 a.m.-1:00 p.m., Paccar 390)

Agenda:
- Cultural Considerations
- Insights from Former Participants
- Project Management and Scoping in India
During this session, your team will present your project as you understand it, along with any questions you may have. Guest mentor Tim Elliott will join us for this part of the class. He will help teams review the scope of each project and provide guidance on tailoring your time in the field to maximize the changes for impact.

Prepare:
- Short (3-5 slides) presentation with an overview of your project and your priorities for research while in India as you understand them now. Also include any questions you would like to discuss with the group. Please submit this presentation on Canvas before class.

Post-Session:
- First Draft of Letter of Engagement (LOE). (See Canvas for a link to guidelines on this document). There will be time to work in teams on these letters during this session. Please submit your completed draft on Canvas by the end of the day Monday, March 4. Once we have signed off on your draft (and before our trip departure), email it to your SEWA managers. Please copy Jennifer, Josie, and Reemaben Nanavaty: reemananavaty@sewa.org

INDIA:

Project Work with SEWA. (March 22- March 29, Ahmedabad)

Scoping Presentations to SEWA. (March 30 morning, Ahmedabad)
- Final LOEs signed.

Post-Trip:
- Please submit your final LOE and scoping presentations on Canvas before the first class session of spring quarter (April 8).

SPRING QUARTER:

Class time will be allocated between group discussions and team meetings. Students are required to attend all Monday night class sessions and to meet with teams at that time.

We will provide focus questions and interim deliverables to guide you towards completion of your project and final presentation.

(NOTE: No class Monday April 1, 2019)

Work Session 1. (Monday, April 8, 2019, 6:00-9:00 p.m., Paccar classroom and team rooms)
During our first class session, teams will work together to come up with a work plan to implement their project. Final project work plans are due on Canvas by the end of the class session.

**Prepare:**
- Project Work Plan Draft.

**Work Session 2,** (Monday, April 15, 2019, 6:00-9:00 p.m., Paccar classroom and team rooms)

**Work Session 3,** (Monday, April 22, 2019, 6:00-9:00 p.m., Paccar classroom and team rooms)

**Prepare:**
- Draft of Case Study.* Teams will submit a case study related to their project. The case study is a short (1-2 page) profile of someone you met in conjunction with the project. The goal of the case study is to allow you an opportunity to have an in-depth conversation with a SEWA member. SEWA also uses these case studies for marketing purposes.

**Work Session 4,** (Monday, April 29, 2019, 6:00-9:00 p.m., Paccar classroom and team rooms)

**Prepare:**
- Draft of Deliverables.*

**Work Session 5,** (Monday, May 6, 2019, 6:00-9:00 p.m., Paccar classroom and team rooms)

**Prepare:**
- Draft of Final Presentation.*

**Final Presentations** (Monday, May 13, 8:00 p.m. – 10:30 p.m., Paccar classroom)

**Prepare:**
- Final Presentation. A file with your final presentation is due on Canvas before the start of this class session.

**Post-Session:**
- Copies of your final deliverables for your SEWA managers (including power point with final presentation, supporting materials, and the case study) are due on Canvas Friday May 17.
- Project Assessment. Please submit your completed Project Assessment form on Canvas by Friday, May 17.

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*These documents are listed on the syllabus as a guideline. You do not need to submit these documents on Canvas.
COURSE RESPONSIBILITIES

Your grade will be based on the following:

- Final Deliverables 50%
- Participation 30%
- Interim Deliverables 15%
- Project Assessment 5%

Final Deliverables. Half of your grade will be based on the final deliverables to SEWA. This includes the deliverables themselves in the form agreed upon as well as the final presentation. Grade will be based upon overall quality, appropriateness, and relevance to SEWA audience as well as client feedback.

Participation. Your participation grade will be based on your presence in class. You must attend each of the class sessions and the final presentation on May 13, prepared to engage with others. Your participation will also be based on your engagement in the field work in Ahmedabad.

Interim Deliverables. The remainder of your course grade will be based on completion of the interim deliverables. These deliverables include:

- Powerpoint with Project Overview (due on Canvas prior to class on March 2)
- Draft LOE (draft due on Canvas by March 4; email revised version to SEWA prior to departure for India)
- Signed LOE and Scoping Presentations to SEWA (due March 30; please submit both documents on Canvas prior to class on April 8)
- Project work plan (due end of class on April 8)

Project Assessment. Each student will complete an assessment of the course. Specific details of this assessment will be described later (due May 17)

MBA HONOR CODE:

We employ the principles and procedures espoused by the Foster School of Business MBA Honor System to maintain academic integrity in the course.

ACCOMMODATIONS:

If you have already established accommodations with Disability Resources for Students (DRS), please communicate your approved accommodations to me at your earliest convenience. To request academic accommodations due to disability, please contact Disability Resources for Students (DRS), uwdrs@uw.edu or (206) 543-8924.