



# AIM CENTER FOR DEVELOPMENT MANAGEMENT

## MARKETING AT THE BOTTOM OF THE PYRAMID (MBP)

*Faculty: Prof. Tomas B. Lopez, Jr.*

SESSION	Topic / Cases / Readings
1	Course Overview
2	Case Discussion: Aurolab: Making Medical Technology Affordable to the Poor
3	Case Discussion: Patrimonio Hoy: Building Hope for the Poor
4	Case Discussion: Safesave A: Providing Financial Services to Slum Dwellers
5	Case Discussion: Farmacias Similares
6	Case Discussion: Dream Deferred: The Story of a High-Tech Entrepreneur in a Low-Tech World
7	Case Discussion: Grameen Telecom: Serving the Poor Profitably
8	Case Discussion: Amul and India's National Dairy Development Board
9	Case Discussion: The BRAC and Aarong Commercial Brands
10	Case Discussion: IPODERAC
11	Case Discussion: Posada Amazonas
12	Case Discussion: Starbucks and Conservation International
13	Case Discussion: IKEA's Global Sourcing Challenge: Indian Rugs and Child Labor (A)
14	Case Discussion: Pantaleon
15	Case Discussion: Natura-Ekos: From the Forest to Cajamar
16	Case Discussion: Ben and Jerry's Preserving Mission and Brand Within Unilever
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### Course Materials

Social Enterprise Development

1. Aurolabs (AIM case) (MBP)
2. Patrimonio Hoy (MBP)
3. SafeSave (MBP)
4. Apollo Hospitals (a) (MBP)
5. Hi tech Entrepreneur in a Low Tech World (MBP)

#### DEVELOPMENT INSTITUTIONS AS ENTERPRISES

6. Amul and India's National Dairy Development Board (DAE)
7. Brac Aarong (DAE)
8. Grameenphone (AIM case) (DAE)
9. Ipoderac (DAE)
10. Posada Amazona (DAE)

#### STATE OF THE ART CSR

11. Starbucks and Conservation International (CSR)
12. Ikea's Global Sourcing Challenge (CSR)
13. Pantaleon (CSR)
14. Natura-Ekos: From the Forest to Cajamar (CSR)
15. Ben & Jerry's: Preserving Mission and Brand Within Unilever (CSR)
16. Newman's Own (CSR)
17. Leviton A+B

#### SUSTAINABLE DEVELOPMENT INSTITUTIONS

18. Habitat for Humanity (CSR)
19. Russian Foundation for Social Health