

ENTREPRENEURSHIP (African Edition)

Hisrich-Peters-Shepherd

African Case Studies Pairing

Prepared by: Prof. Oana Branzei, Assistant Professor of Strategy at the Ivey School of Business

Each of the four selected cases offer a terrific fit for one of the four parts of the text (1 - *The Entrepreneurial Perspective*, 2 - *Creating and Starting the Venture*, 3 - *Financing the New Venture*, 4 - *Managing, Growing and Ending the New Venture*) – see the Part column below. Each case can also pair well with several additional chapters in the book. Thus the instructors can use the case to teach multiple issues, or can briefly revisit that same case to punctuate several aspects in additional chapters.

| Number/Date | Title | Part | Suggested Uses |
|---------------------------|--|------|----------------------------|
| 9b08M062A | Competing for Development (B1): The Intermediate Technology Group/Practical Action (5 pages) | 1 | 1.1; 1.2; 1.4; 4.13 |
| 9B09M050 | Social Enterprise under Adversity: Bridge EXP in Kibera (28 pages) | 2 | 2.8; 2.10; 1.3; 4.15 |
| 9B05M056 | CARE Kenya: Making Social Enterprise Sustainable (12 pages) | 3 | 3:11; 3:12; 2.7; 2.9; 4:13 |
| 9B09M051 | Yogurt Mamas: Probiotics in Tanzania (22 pages) | 4 | 4.14; 4.16; 4:17; 2:5; 2:6 |