

Black Economic Entrepreneurialism: Generational Wealth & Opportunity in America



Discover how innovation, resilience, and vision have shaped the Black economic experience in America.

Course Overview

UISS125D: Black Economic Entrepreneurialism – Generational Wealth & Opportunity in America invites students to explore the powerful intersection of history, business, and social change through the lens of Black entrepreneurship.

What You'll Study

This course examines the historical and systemic forces that influenced Black enterprise—from the Reconstruction Era to today's modern startup ecosystem.

How You'll Learn

Students will engage with real Black business owners, analyze case studies of economic empowerment, and develop their own entrepreneurial frameworks through interactive projects and multimedia assignments.

Who Should Take This Course

Business Students

Gain insights into entrepreneurial strategies and economic development within Black communities

Sociology Majors

Understand the social structures and systemic forces shaping economic opportunity

History Enthusiasts

Explore the rich legacy of Black enterprise from Reconstruction to the present day

Aspiring Entrepreneurs

Develop frameworks for building sustainable businesses and generational wealth

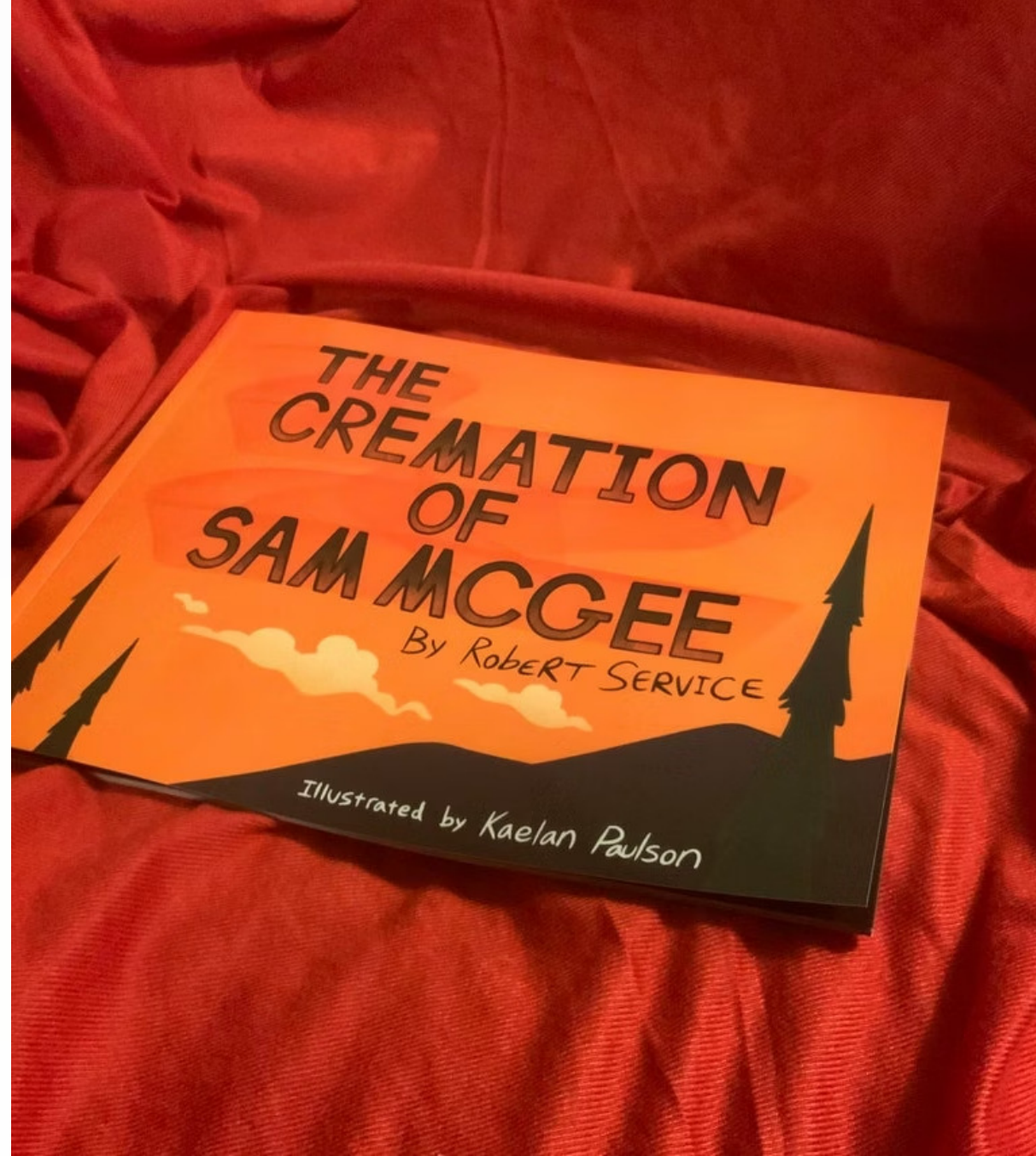
Whether you're studying business, sociology, history, or entrepreneurship, this class offers a transformative look at how generational wealth is built and sustained across communities.

Meet Your Instructor

Professor
Samuel McGee,
Jr.

MBA, MSAT

Taught by Adjunct Professor Samuel McGee, Jr., MBA, MSAT, this course examines the historical and systemic forces that influenced Black enterprise—from the Reconstruction Era to today's modern startup ecosystem.



Course Experience



01

Engage with Real Business Owners

Students will engage with real Black business owners, learning directly from their experiences and insights

02

Analyze Case Studies

Analyze case studies of economic empowerment across different eras and industries

03

Develop Entrepreneurial Frameworks

Develop their own entrepreneurial frameworks through interactive projects and multimedia assignments

Historical Journey

Reconstruction Era

Explore the foundations of Black enterprise following the Civil War and the challenges of building economic independence

1

2

3

4

Civil Rights Movement

Understand the intersection of economic empowerment and social justice during this transformative period

Jim Crow & Segregation

Examine how Black entrepreneurs created thriving business districts despite systemic barriers

Modern Startup Ecosystem

Analyze today's landscape of Black entrepreneurship, venture capital, and digital innovation

This course examines the historical and systemic forces that influenced Black enterprise—from the Reconstruction Era to today's modern startup ecosystem.

Innovation, Resilience, and Vision

Innovation

Discover how innovation has driven Black economic success through creative problem-solving and adaptation

Resilience

Learn how resilience in the face of systemic barriers has defined the Black entrepreneurial spirit

Vision

Understand how vision for future generations has shaped strategies for building lasting wealth

Discover how innovation, resilience, and vision have shaped the Black economic experience in America.

Course Details



Course Number

UISS125D



Term

Spring 2026



Schedule

Mondays & Wednesdays, 2:10–3:25 PM



Location

HH419



CRN

12428

Building Generational Wealth



Whether you're studying business, sociology, history, or entrepreneurship, this class offers a transformative look at how generational wealth is built and sustained across communities.



Foundation

Understanding the historical context and systemic forces



Growth

Developing entrepreneurial strategies and business acumen



Sustainability

Creating frameworks for lasting economic empowerment

Join the conversation.

Build your legacy.

Create opportunity.

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