BUS 0243 - SOCIAL ENTREPRENEURSHIP

Catalog Description

Formerly known as BUS 143

Hours: 54 lecture

Description: Introduction to social entrepreneurship: the practice of identifying and designing sustainable, socially-minded enterprises. Challenges students as change agents to combine innovation, resources and opportunity to address social and environmental problems. (CSU)

Course Student Learning Outcomes

- CSLO #1: Formulate best practices of social entrepreneurship.
- CSLO #2: Demonstrate the role of social entrepreneurship in creating innovative responses to critical social needs.
- CSLO #3: Create a plan of social change to launch, lead, manage and evaluate a social venture.

Effective Term

Fall 2020

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. Define social entrepreneurship.
2. Identify characteristics of a social entrepreneur.
3. Explain differences between business entrepreneurship and social entrepreneurship.
4. Define social problems that may be addressed by social entrepreneurship.
5. Articulate a solution to a social problem.
6. Identify funding sources and start-up resources to address a social problem.
7. Develop a qualified advisory group.
8. Define and segment the target population.
9. Analyze the most competitive alternative.
10. Prepare a plan to launch and scale a social enterprise.

General Education Information

- Approved College Associate Degree GE Applicability
    - AA/AS - Behavioral Sciences
    - AA/AS - Social Sciences
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Classroom Discussions
    - Example: Students will be evaluated using minute papers and other forms of CATs such as pro/con grids (Formative assessments) For example, when discussing funding sources, student answers would be evaluated on a pro/con grid. In this way, instructor could assess whether students accurately understand the benefits of certain funding sources or the instructor could provide feedback to clear up any confusion. Objective 6. Identify funding sources and start-up resources to address a social problem.
- Projects
    - Example: Students develop a start-up plan that will be evaluated using a rubric (Summative assessment). The start-up plan follows the course workbook (textbook) and meets the following objectives: 6. Identify funding sources and start-up resources to address social problem. 7. Develop a qualified advisory group. 8. Define and segment the target population 9. Analyze the most competitive alternative. 10. Prepare a plan to launch and scale a social enterprise.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Objective
2. Articulate a solution to a social problem. Discussion prompt following Multi-Media lecture and NPR audio clip. http://www.npr.org/series/130593764/social-entrepreneurs-taking-on-world-problems Inside structured lecture, instructor will facilitate a brainstorm session while students will be able to define social problems that may be addressed through social entrepreneurship. Solutions should emerge from this session that help students build their plan.

Distance Learning

1. Objective
2. Identify characteristics of a social entrepreneur. Students will watch the following video clip- http://www.forbes.com/sites/alexandrawilson1/2017/01/15/30-under-30-social-entrepreneurs-europe-2017/#55c240bd2458 The instructor will lead a guided, on-line, discussion on the characteristics of social visionaries and entrepreneurs. Students will participate in a Think/Pair/Share to arrive at a list of characteristics. Next, the class will collaborate to build a list of characteristics.

Typical Out of Class Assignments Reading Assignments

Listed below are sample readings and questions that students should be able to answer after completing each reading. 1. Root Cause, Business Planning for Enduring Social Impact http://www.rootcause.org/knowledge_sharing/business_planning_guid e/book Consider the following when reading: a. How will you build partnerships with stakeholders? b. Compare/contrast this plan/guide to the Entrepreneur's Playbook. What elements will you use in your plan? 2. Vinay Bhargava, Ed., "Introduction to Global Issues," Global Issues for Global Citizens, The World Bank, 2006, pp. 1-28. Address the following: a. Are you more interested in global, national or local issues? b. What might be some unintended consequences of tackling global issues? 3. Jeffrey Bradach, "Going to Scale: The Challenge of Replicating Social Programs," Stanford Social Innovation Review, Spring 2003 http://www.ssireview.org/images/articles/2003SP_feature_bradach.pdf Question to consider: a. Is replication feasible?

Writing, Problem Solving or Performance

I. Use the Social Entrepreneur's Playbook and answer the following: 1. What is the social problem I wish to address? Who is suffering? What are they suffering from and when? What's causing this suffering? How many people are affected? Where are they located? 2. What is my solution? How will my enterprise alleviate this problem? Who and how many will benefit? What major cost will be incurred? How will revenue (income) be generated? or how will operating funds be secured? 3. What will beneficiaries have to do differently for my proposed solution to work? What behavior changes am I seeking on the part of the target beneficiaries? How difficult will it be for us to effect these behavior changes? II. Using the following PDF, compare and contrast the unique characteristics of profit-oriented entrepreneurs and social entrepreneurs. With which of these characteristics do you most closely identify? http://timreview.ca/sites/default/files/article_PDF/Saifan_TIMReview_February2012_0.pdf

Other (Term projects, research papers, portfolios, etc.)

Develop a concept statement and outline your social entrepreneurship plan.

Required Materials

- The Social Entrepreneur's Playbook
  - Author: Ian MacMillan &James Thompson
  - Publisher: Wharton Digital Press
  - Publication Date: 2015
  - Text Edition:
  - Classic Textbook?: No
  - OER Link:
  - OER:
- Getting Beyond Better: How Social Entrepreneurship Works
  - Author: Roger L. Martin & Sally R. Osberg
  - Publisher: Harvard Business Review Press
  - Publication Date: 2015
  - Text Edition:
  - Classic Textbook?: No
    - OER Link:
    - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.