

Department: Business Administration		Program: MBA	
Course Name	Social Entrepreneurship	Course Code	BUS 637
Pre-requisite	Not Applicable	Credit Hours	3

Brief Description

- There has been a huge surge in academic and non-academic research in the field of social entrepreneurship over the last decade. The essence of social entrepreneurship lies in doing well financially by creatively solving social, cultural and environmental issues. This course is designed to give students an overview of the theory and practice of social entrepreneurship through experiential learning, case-based teaching and collaborative projects.

Course Objectives

After completion of this course the student will be able to:

- Recognize the importance of social entrepreneurship in creating innovative, feasible and practically relevant solutions for critical social needs.
- Illustrate the importance, relevance and techniques of funding for social ventures.
- Discuss crowdfunding for social entrepreneurship.
- Compare and contrast different models of social entrepreneurship and their applications.
- List the criteria to be taken into account for scaling up social ventures for greater social impact.
- Discuss how to develop a strategy and business plan for a social venture.
- Access how to scale a social venture for greater social impact.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of Social Entrepreneurship
- Apply the concepts, principles, and theories in different Social Entrepreneurship situations
- Demonstrate written communication skills in Social Entrepreneurship
- Have oral communication skills in Social Entrepreneurship
- Have skills of using computer applications in Social Entrepreneurship
- Have scientific research skills in the field of Social Entrepreneurship
- Have the skills of critical thinking and analysis in the fields of Social Entrepreneurship
- Have the skills in strategic thinking and finding solutions in Social Entrepreneurship
- Believe, and practice sustainability in Social Entrepreneurship
- Have the skills of leadership, teamwork, and decision making in Social Entrepreneurship
- Have the ability to distinguish between ethical issues in Social Entrepreneurship
- Have the competence of social responsibility in the fields of Social Entrepreneurship
- Have the competence to deal with cultural diversity in Social Entrepreneurship situations

Course Topics

- What is social entrepreneurship?

- Social entrepreneurship: correcting market failures
- Social venture opportunity identification
- Social venture opportunities: social impact theory
- New models of social entrepreneurship
- Crowdsourcing social innovation
- Social business models
- Developing social venture strategy and plan
- How to position the firm for social and strategic advantage?
- How to get funding for social ventures?
- Strategies for scaling social impact
- Measuring impact

Text Book

- Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H (2007). Entrepreneurship in the Social Sector. Thousand Oaks, Sage Publications.

Additional References

- <https://execed.economist.com/career-advice/industry-trends/why-social-entrepreneurs-are-taking-lead>
- <https://www.economist.com/special-report/2006/02/25/the-rise-of-the-social-entrepreneur>
- <https://www.hbs.edu/socialenterprise/Documents/SEI25-Impact-Report.pdf>

Online Resources

- <https://www.forbes.com/sites/joshbersin/2018/04/03/the-rise-of-the-social-enterprise-a-new-paradigm-for-business/?sh=194dc14471f0>
- <https://execed.economist.com/career-advice/industry-trends/why-social-entrepreneurs-are-taking-lead>
- <https://hbr.org/2015/05/two-keys-to-sustainable-social-enterprise>

Course Outline

Week	Hours	Topics	Remarks
1	3	Introduction to the course, Expectations from the Students, Assessment and Basic Introduction to Social Entrepreneurship	
2	3	What is Social Entrepreneurship? Article Discussion: Bornstein and Davis (2010), "Part I: Defining Social Entrepreneurship" in <i>Social Entrepreneurship: What Does Everyone Need to Know?</i> Social Entrepreneurs: Correcting Market Failures (and Video)	
3	3	Social Venture Opportunity Identification	
4	3	Social Venture Opportunities: Social Impact Theory I	
5	3	Social Venture Opportunities: Social Impact Theory II, Disruptive Innovations for Social Change	
6	3	New Models of Social Entrepreneurship: Social Enterprise Model and their Mission and Money Relationship, The Socially Entrepreneurial City	

7	3	Crowdsourcing Social Innovation: Towards a Collaborative Social Capitalism	
8	3	Midterm Exam	
9	3	Social Business Models	
10	3	Developing Social Venture Strategy and Plan	
11	3	How to Position the Firm for Social and Strategic Advantage	
12	3	How to Get Funding for Social Ventures	
13	3	Strategies for Scaling Social Impact	
14	3	Measuring Impact, Case Study: Playgrounds and Performance: Results Management at Kaboom!	
15	3	Presentations	

Measurement and Assessment Tools														
Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Project Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	