

# PSC 551S – Topics in Public Affairs: Social Entrepreneurship (ONLINE) Spring 2013

## INSTRUCTOR & OFFICE HOUR

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Office hours: Tuesdays and Thursdays 2-3 pm, or feel free to e-mail me

## COURSE OBJECTIVES

This course is an elective within the nonprofit management concentration and certificate programs, but is open to graduate and advanced undergraduate students from any department. This course is developed to introduce students to the topics of social entrepreneurship, with a focus on the nonprofit sector. Students will obtain the necessary background, inspiration, and tools to design, analyze, and implement entrepreneurial approaches to social, environmental, and economic problems. The focus will be on the ways in which existing and new nonprofit organizations can develop innovative and creative ideas to further their missions.

### Learning Outcomes of the Course:

- Students will understand the major concepts and practices of social entrepreneurship as a new field of study and as an area of public services.
- Students will be expected to understand and appreciate the diversity of approaches to social entrepreneurship and the diversity of social entrepreneurs.
- Students will analyze a specific social need and develop options to address it by using entrepreneurial ideas.
- Students will develop their own personal approach to being a social entrepreneur within existing agencies or in creating new ones.

## REQUIRED COURSE MATERIALS

Dees, J.G., Emerson, J., & Economy, P. (eds.). (2001). *Enterprising nonprofits: A toolkit for social entrepreneurs*. New York, NY: Wiley.

Additional readings will be uploaded to Blackboard-Resources-Handouts & Readings. (Click on the “Handouts & Readings” icon to find a folder for each module.)

## COURSE STRUCTURE & ATTENDANCE POLICIES

### Course Format:

- Learning in an online environment requires engagement and active participation on the part of students. You should plan to spend the same amount of time reading, completing assignments and participating in class and group discussion.
- By every Sunday, you will receive instructions from me, which you will find under Modules. Please read the Module instruction carefully as it is highly related to assignments.
- The ultimate objective of this course is to help you meet your professional and academic goals. Thus, please do not hesitate to contact me about your specific need and interest. You are also highly encouraged to share your ideas and findings relevant to the topics, and feel free to e-mail them to class. Such additional contributions will be taken into consideration for the final course grade.

- The instructor reserves the right to modify this syllabus as perceived necessary.

Late Submission of Assignments:

- No late assignments are allowed for the weekly forum posts, as they are treated as your in-class participation in a traditional face-to-face version of the course.
- In case your work or other responsibility hinders you from fulfilling your assignments on time, please inform me immediately (before the deadline of the assignments).

**ACADEMIC INTEGRITY**

All assignments must be your *own* work and *original* for this course. In addition, students should follow appropriate guidelines in referencing the work of others. The University’s Academic Integrity Policy can be reviewed at <http://academicintegrity.uncg.edu/philosophy/>.

**DISABILITY SERVICES**

To request and receive accommodations at UNCG you must be registered with the Office of Disability Services (ODS). If you have any specific questions or concerns call ODS at (336) 334-5440 or visit their website: <http://ods.dept.uncg.edu/services/>.

**ASSESSMENT AND GRADING**

Assignments	% of Total	Grading Method	Due Date
<b>Individual-based assignments</b>			
Weekly Forum Case Analysis	30%	300 points/ 5 case analyses in Forums 1-5 (60 points/ each)	Ongoing
Weekly Forum Reponses	12%	120 points/ responses in Forums 1-6 (20 points/ responses in each Forum [10 points/each response])	Ongoing
Additional Contributions to Class	8%	80 points This grade is based on several criteria, such as the quantity (e.g., extra forum posts) and the exceptional quality of your forum posts, and your contributions to class (e.g., providing data and literature relevant to class topics).	Ongoing
<b>Group-based assignments</b> – The peer-evaluation of your contribution to group work will be part of the final grade.			
Term Project Paper	35%	350 points/ Term paper	Wed. 2/20 10 pm
Term Project Online Presentation	15%	150 points/ Term presentation via online	Wed. 2/13 10 pm
<b>TOTAL</b>	<b>100%</b>	<b>1000 points</b>	

Grading for your case analyses and term project paper will be based on your paper’s clarity, organization, coverage, and linkages to the readings in the course.

## COURSE SCHEDULE

Week (Sun – Sat)	Module) Topic	Readings/Assignments
* Additional readings may be provided. Please see the final readings in Module for the week.		
Week 1 1/14-1/19	Module 1) Introduction to the Course and Social Entrepreneurship	<p><b>Discussion Forum &amp; Case Analysis (1)</b></p> <p><b>Start looking for your “case organization” for the term project and report it as part of your forum analysis post.</b></p> <p><i>Text:</i></p> <ul style="list-style-type: none"> <li>• Ch. 1 Social Entrepreneurship</li> </ul> <p><i>BB (Black Board) readings:</i></p> <ul style="list-style-type: none"> <li>• Light. Searching for social entrepreneurs</li> <li>• Martin &amp; Osberg. Social entrepreneurship: The case for definition</li> </ul> <p><i>Resources &amp; Databases:</i></p> <ul style="list-style-type: none"> <li>• Ashoka (<a href="https://www.ashoka.org">https://www.ashoka.org</a>)</li> <li>• Ahoka Changemakers (<a href="http://www.changemakers.com">http://www.changemakers.com</a>)</li> <li>• Echoing Green (<a href="http://www.echoinggreen.org">http://www.echoinggreen.org</a>)</li> <li>• Skoll Foundation (<a href="http://www.skollfoundation.org">http://www.skollfoundation.org</a>)</li> <li>• Schwab Foundation (<a href="http://www.schwabfound.org">http://www.schwabfound.org</a>)</li> <li>• PBS The New Heroes (<a href="http://www.pbs.org/opb/thenewheroes">http://www.pbs.org/opb/thenewheroes</a>)</li> </ul>
Week 2 1/20-1/26	Module 2) Mission, Entrepreneurial Opportunity, and Innovation	<p><b>Discussion Forum &amp; Case Analysis (2)</b></p> <p><b>Decide your case venture and team.</b></p> <p><i>Text:</i></p> <ul style="list-style-type: none"> <li>• Ch. 2 Defining your mission</li> <li>• Ch. 3 Recognizing and assessing new opportunities</li> <li>• Ch. 7 Mastering the art of innovation</li> </ul> <p><i>BB Readings:</i></p> <ul style="list-style-type: none"> <li>• Economist. Social innovation: Let's hear those ideas</li> <li>• Ashoka. Social innovation won't save the world</li> </ul> <p><i>Case:</i></p> <ul style="list-style-type: none"> <li>• Jane Leu/Upwardly Global; William Foote/Root Capital; Muhammad Yunus/Grameen Bank</li> </ul>
Week 3 1/27-2/2	Module 3) Market-based Strategies and Business Plan	<p><b>Discussion Forum &amp; Case Analysis (3)</b></p> <p><b>Term Project Progress Report – due by Sat. 2/2 10 pm</b></p> <ul style="list-style-type: none"> <li>• Your team ideas of social issue &amp; opportunity and market-based strategies (target customers, market research, services, etc.) of your team’s case organization</li> </ul>

		<p><i>Text:</i></p> <ul style="list-style-type: none"> <li>• Ch. 8 Understanding and attracting your “customers”</li> <li>• Ch. 10 Planning for the social enterprise</li> </ul> <p><i>BB Readings:</i></p> <ul style="list-style-type: none"> <li>• Alter. Social enterprise typology</li> </ul> <p><i>Case:</i></p> <ul style="list-style-type: none"> <li>• The First Book Marketplace business plan</li> </ul>
<b>Week 4</b> <b>2/3-2/9</b>	<b>Module 4) Scaling, Accountability, and Risks</b>	<p><b>Discussion Forum &amp; Case Analysis (4)</b></p> <p><i>Text:</i></p> <ul style="list-style-type: none"> <li>• Ch. 5 The accountable social entrepreneurs</li> <li>• Ch. 6 Understanding risk</li> </ul> <p><i>BB Readings:</i></p> <ul style="list-style-type: none"> <li>• Taylor, Dees &amp; Emerson. The question on scale</li> <li>• Cooley &amp; Kohl. Scaling Up figures</li> </ul> <p><i>Case:</i></p> <ul style="list-style-type: none"> <li>• Year Up business growth plan</li> </ul>
<b>Week 5</b> <b>2/10-2/16</b>	<b>Module 5) Resource Development and Financial Management</b>	<p><b>Discussion Forum &amp; Case Analysis (5)</b></p> <p><i>Text:</i></p> <ul style="list-style-type: none"> <li>• Ch. 4 Mobilizing resources</li> <li>• Ch. 9 Financial management</li> </ul> <p><i>Case:</i></p> <ul style="list-style-type: none"> <li>• Rescue Mission Social Enterprise business plan (see also its website, <a href="http://www.rmsyr.org/stores/">http://www.rmsyr.org/stores/</a>)</li> </ul>
<b>Week 6</b> <b>2/17-2/23</b>	<b>Module 6) Sharing Your Social Enterprise Ideas: Term Project Presentation</b>	<p><b>Term Project Presentation due – Wed. 2/13, 10 pm</b></p> <p><b>Discussion Forum (6)</b></p>
		<p><b>Term Project Paper due – Wed. 2/20, 10 pm (via the Blackboard-Assignment)</b></p>

## ASSIGNMENTS

### 1. Weekly Forums

Go to Blackboard-Forums to participate in online discussion forums. Each week, Discussion Forum works in the following way.

**Step 1) Case Analysis Posts by Thursdays 10 pm:**

- Your case analyses are to answer discussion questions. As your case analysis post, please upload in the Blackboard-Forum at least 1 page, single-spaced Word document. You need to use theories and key concepts from modules, readings, and/or class forum discussions.

- Your case analyses must be original. Since we will work on same readings and cases, however, developing an idea distinct from others' can be challenging. If you ever found similarities between your classmates' analyses and your own, you would acknowledge them and add your original thoughts to your analyses.

### **Step 2) Response Posts by Saturdays 10 pm:**

- Please read your classmates' analyses. Choose at least 2 posts and your responses directly to each of these posts.
- Your responses should be substantial and explain reasons for your opinions. If you need more "substance" in your opinions, I would inform you so that you know what you are expected.

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## **2. Term Project Paper "Social Change Business Plan"**

You will work in teams to complete a business plan of market-based, social enterprise program/s for your "case organization," i.e., an existing social change organization or a venture that you are interested in starting.

### *Content of the Paper:*

Your paper should focus on a specific social or environmental problem or issue and propose at least 2 different social enterprise options as solutions. The paper must use key concepts, analysis frameworks, and models from the course readings and forums, and include the following sections.

1. Summarize and analyze the problem and its causes;
2. Develop at least two different social enterprise approaches to addressing this problem;
3. Evaluate the consequences of each in terms of the following factors:
  - Social issue, entrepreneurial opportunity, and social impact
  - Market analysis – Incl. main customer, services, strategies for promotion, pricing, value proposition and competitive advantages
  - Risk and feasibility assessment
  - Sustainable financial and resource mobilization strategies – Incl. funding sources, earned-income activities, resource mobilization ideas for "doing more with less"
4. Determine the two options' opportunities for sustainability and scalability; and recommend one of these two approaches, which will be the basis for your team's oral presentation.

### *Format of the Paper:*

- The term paper by team must be at least 15 pages in length.
- Font of 12-point type, usually Times or Times New Roman, double-spaced.
- Adhere to APA format (Find the information under Blackboard-Library Resources)
- Cite sources of information, if used, by using both in-text citations, and the reference list in the end of your paper.

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## **3. Term Project Presentation**

The team's online presentations will be given during our last week (Module 6), you and your team member/s will present your project to class. Your presentation will be based on one of the entrepreneurial approaches you will have developed and recommend in your team paper. Create Powerpoint slides and post them in Forums-Class Forum. The number of slides and content of your presentation material will be flexible.