



The University of North Carolina Greensboro

Department of Marketing, Entrepreneurship, Hospitality, and Tourism

BUS/ENT340: Seminar in Social Entrepreneurship

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Students are held responsible for both written and verbal instructions provided in class. Both verbal and written instructions will have an impact on your grade. The syllabus may change per directions from the instructor during the semester.

Course Description

Social entrepreneurship is a growing field that depends on market driven practices to create social change. Social entrepreneurs leverage available economic resources and innovations, to support their passion to have a positive impact on the global and local community.

Social entrepreneurship is a critical topic for students and professionals who plan careers in both for-profit and not-for profit organizations. A global interest in ecological, economic, political and social welfare requires that organizations respond wisely to societal demands. An examination of social entrepreneurship provides the framework for understanding and practicing socially responsible behaviors. Proponents of social entrepreneurship recognize that innovation, creativity, adaptation and planning are key ingredients in creating ventures that respond to critical social needs.

Course Design for Section

This course is divided into four parts to provide a comprehensive view of social entrepreneurship:

- Defining social entrepreneurship and highlighting examples of successful social entrepreneurs.
- Exploring the impact of social entrepreneurship on social, economic, and political issues from a global and local perspective.
- Understanding and utilizing entrepreneurial skills to address social issues.
- Developing social enterprises with a focus on innovation and concept creation.

Course Objectives

By the end of this course, you should be able to:

- ⊗ define social entrepreneurship.
- ⊗ identify, recognize, and evaluate social enterprises.
- ⊗ describe the pivotal experiences of social entrepreneurs.
- ⊗ discuss and analyze leadership practices used in social ventures.
- ⊗ discuss the impact of social entrepreneurship from a global perspective.
- ⊗ create and develop socially responsible practices (ventures) for use in for-profit, governmental and nongovernmental organizations (NGO'S).
- ⊗ articulate a personal position on relevant social issues and best practices for addressing these issues.

Specific Objectives:

Upon completion of this course, the student will have successfully:

1. Developed a course blog on social entrepreneurship.

2. Worked successfully in a team of diverse personalities, being provided with the opportunity to examine, critique, support, complicate, and innovate the personal positions of each member of the team on important social issues.
3. Reflected upon and described the cutting edge, real life lessons learned from contemporary social entrepreneurs about the use of innovation and entrepreneurial practice for social good.
4. Created a virtual project examining issues of social entrepreneurship.
5. Used evaluation methods related to social responsibility, sustainability, and successful venture creation.

Teaching Methods and Assignments for Achieving Learning Outcomes

Content is delivered through lectures, participation, article reviews, case studies and creative course projects.

Your course content is delivered to you in Canvas and Face to Face course meetings. Most of your materials will be available to you in the Module area of your course Canvas page. You will see in the Module link in the list to the left of the page on your Canvas course page. In each module you will find a weekly module which includes information about course activities and course readings. You cannot complete the course without understanding the information in the module. Class time will be used to discuss and explore course concepts, testing, and working on our major semester project.

Participation (20 Points): **Attendance is mandatory.** Participation involves your contribution in the discussions and in-class activities and out of class assignments for the course. Nearly every session of the course will involve some form of interaction. Students are expected to be prepared at all times to comment in any class session. To reinforce this expectation, **students can be evaluated on their participation at any time by team mates and course instructors. The time and instructions for these activities may not be given to you in advance and you must be in class at the time the activities are presented in order to maintain your course grade.**

Please consider that grading class participation is necessarily subjective. Your instructor has the final judgement regarding the level of your participation.

CLASS PARTICIPATION DOES NOT SOLELY DEPEND ON HOW MUCH YOU TALK IN CLASS OR AIR TIME. YOUR COMMENTS AND CONTRIBUTIONS MUST BE SUBSTANTIVE AND ADD TO THE DISCUSSION. IT MUST DEMONSTRATE AN UNDERSTANDING AND INTEGRATION OF CONCEPTS.

Some of the criteria for evaluating effective class participation include:

1. Is the participant prepared, and do his/her comment show evidence of analysis of the readings, thereby adding to the group's understanding of the situation/content/concepts? Does the participant go beyond simple repetition of the readings' facts without analysis and conclusions? Do comments show an understanding of theories, concepts, analytical devices presented in class lectures or reading materials?
2. Is the participant a good listener? Are the points made relevant to the discussion? Are they linked to the comments of others? Is the participant willing to interact with other class members?
3. Is the participant an effective communicator? Are concepts presented in a concise and convincing fashion?

Team Formation Contract (Required): Students will work in teams in this course. As an effective member of your team, and through your interaction with your team members you will develop skills that will help in understanding the importance of working in community with others. Great teams develop ground rules that help the members of the team maintain accountability. The ground rules help individuals function well as a team. During the first week of the course you should meet electronically and face to face with your team members and develop a team formation contract that includes the ground rules for the members of your team. You will develop a contract that will guide interactions among team members. Your team contract is due on January 17, 2019. Every member of your team must sign a copy of the contract and submit in Canvas. Please post by 11:59pm on January 17, 2019. Late submissions will not be accepted. Each student must submit their own copy of the team formation document in order to remain in the class after January 17, 2019. Under course documents you will see the full instructions for this assignment. This contract will be used to help resolve conflicts that arise between team members. Please

careful consider the assignment and the agreements you make with your team member.

Tests (40 Points): You will complete 4 tests during the course. The tests will include 20- 30 questions depending on the modules included during a particular week. You are responsible for choosing the best answer for each question based on course information. All tests for the course are timed so that students have time to answer one question per minute. You are to complete each test without the assistance of others or using course materials. During the tests, you will be able to view one question at a time. You cannot return to a question after you have saved and submitted an answer. Attempting to go back in a test will result in being locked out of the test. Students should not leave the Canvas Test Site during tests. Failure to complete a test on time result in a zero grade on the test. Each test is worth 10 points of your course grade.

Market Project: (40 Points)

In this course student teams will develop a solution and measure the outcomes for an already established social/sustainable venture. Students are assigned to a team and will work throughout the second half of the semester on their project. You will complete the following as a part of this assignment:

- Completing a community mapping activity to help you understand the community related to the venture.
- Undertake research that help you better understand the venture and solutions to venture problems.
- Implement a solution that helps the venture.
- Make a final presentation on the team project. Final presentations will take place Friday May 3, 2019.
- Work effectively with your team to complete the business plan or project. Team members will evaluate each member throughout the semester.
- Each Student in your team is responsible for posting their own copy of their final market project paper in Canvas. Students who do not post will not receive any points regardless of how much they contribute to the final project.

Participation: (20 Points)

Participation point are activity points awarded solely at the discretion on the instructor for all students. The assignment of and due dates for participation activities will be provided only in class. Students must attend class to get credit for participation.

Grade book

	1	2	3	4					Total
Final Project									40
Tests (4)	10	10	10	10					40
Participation									20
Team Formation Contract (Required)									0
Total									100

*To report course grades the instructor uses the Canvas course management system. Students will have the points that they earned recorded in Canvas. Canvas often provides an average for the student’s grade. Students should not use or rely on this average to understand their grade. Students should only use the grade posted for each assignment and then use the course grade calculation sheet to estimate their grade. The grade calculation sheet will be posted in Canvas. Do not rely on any calculations used in Canvas to determine your final grade. Your final grade will be assigned as indicated on this syllabus. Grades for any assignment may be reduced because of lack of participation.

Grading Scale

Total Points	Letter Grade
93.0-100	A
90.0-92.9	A-
87.0-89.9	B+
83.0-86.9	B
80.0-82.9	B-
77.0-79.9	C+
73.0-76.9	C
70.0-72.9	C-
67.0-69.9	D+
60.0-66.9	D
00.0-59.9	F

*Grades in this course are not rounded to the next higher grade.

Your Reading Material

Find all readings in the Canvas system

Course Policies

Instructor's Grading Criteria/Timetable:

All course assignments will be graded within 2 weeks after the due date depending on the assignment. **Late assignments or projects will not be accepted.** Do not attempt to add materials to grade submission area after the due date. Students who attempt to add assignments after the due date to the submission area will be penalized based on the academic integrity policy of the University. Assignments turned in without the student's name listed in the document will not be graded. Documents should show the student's name at the top right-hand corner.

COURSE COMMUNICATION & SUBMISSION OF ASSIGNMENTS:

Naming Conventions: In order to facilitate the tracking of assignments and correspondence with the instructor, please use the following naming conventions (username is your Last name and first initial (jamesc), # is the module number for the assignment).

- **Projects:** username-assignment-module#.doc

- **Email Subject Lines:** Please start your subject lines in email correspondence with Course & section, username:
SUBJECT_OF_MESSAGE

A Few Rules of Thumb for Electronic Communication

- Wait to respond to a message that upsets you and be careful of what you say and how you say it. Try sending the email back to your own email address or to a friend for review.
- Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.
- Never post a message that is in all capital letters -- it comes across to the reader as SHOUTING!
- Use boldface and italics sparingly, as they can denote sarcasm.
- Keep messages short and to the point. Make sure to ask for what you are actually requesting in email messages.
- Always practice good grammar, punctuation, and composition. This shows that you've taken the time to craft your response showing respect for your work.

PLAGIARISM POLICY

Students are expected to be the sole authors of their work. Use of another person's work or ideas must be accompanied by specific citations and references. Though not a comprehensive or exhaustive list, the following are some examples of dishonesty or unethical and unprofessional behavior:

- Plagiarism: Using another person's words, ideas, or results without giving proper credit to that person; giving the impression that it is the student's own work. Remember to use APA style citations to cite any work you use for the course.
- Any form of cheating on examinations.
- Altering academic records.
- Falsifying information for any assignments.
- Submitting an assignment(s) that was partially or wholly completed by another student, without permission from the instructor.
- Copying work or written text from a student, the Internet, or any document without giving due credit to the source of the information.
- Submitting an assignment(s) for more than one class without enhancing and refining the assignment, and without first receiving instructor permission. In cases where previous assignments are allowed to be submitted for another class, it is the responsibility of the

student to enhance the assignment with additional research and to also submit the original assignment for comparison purposes.

- Assisting another student with reasonable knowledge that the other student intends to commit any act of academic dishonesty. This offense would include, but would not be limited to providing an assignment to another student to submit as his/her own work or allowing another student to copy answers to any test, examination or assignment.

DISRUPTIVE BEHAVIOR POLICY:

The instructor may withdraw a student from a course for behavior that is deemed by the instructor to be disruptive to the class. The grade assigned will be "W" if the behavior occurs before the deadline for dropping a course without academic penalty, and the instructor has the option of giving a "W" or a "WF" if the behavior occurs after the deadline. In this class disruptive behavior includes lack of participation in team projects. We will participate in some activities which require you to work with team members. You must make yourself available to work with your team. This means finding time to work on projects using web and distance technology. No matter what your other life obligations are you must find time to meet with your team. You will be removed from the course if it is determined that you are not participating effectively with your team. In addition, we will have online activities that you must participate in for the course. You must spend dedicated time with your team on these projects. If it is discovered that your team fails to spend sufficient time on course projects, you may also be removed from the course.

SMOKING POLICY:

No smoking of any kind is allowed in class. This includes smoking of vapor cigarettes.

ACCOMODATIONS

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Please address any special needs or special accommodations with me at the beginning of the semester or as soon as you become aware of your needs. Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, <http://ods.dept.uncg.edu/>, ods@uncg.edu. Students should tell Dr. James of any

accommodations they will need on the first day they enter class or as early as possible.

SUGGESTED ACADEMIC WORKLOAD GUIDELINES

Please see the University Bulletin for information on recommended course workload.

SUBMITTING WORK FOR CREDIT

All assignments and papers must be word processed in order to be graded. I will not accept work that does not meet the following requirements:

- 1 MUST BE TYPED. Handwritten documents are not accepted.
- 2 MUST BE POSTED in Canvas by each individual student, even when the assignment is completed by a course team.
- 3 MUST BE STAPLED if more than 1 page. (This is in the case when students are instructed to turn work in at the time of class.)
- 4 NO LATE SUBMISSIONS, No excuses.
- 5 NO E-MAIL submissions for ANY assignment will be accepted unless the Instructor requires students to do so.

Retention of student work for portfolios

The professor reserves the right to retain for pedagogical reasons either the original, or a copy, of any student's test, written assignment, paper, presentation, or similar work submitted by the student, either individually or as a team project, for this class. Students' will be notified, and names will be deleted from any retained items.

Grades are non-negotiable and final grades can only be changed to correct calculation or input errors on my part. If you have any questions as to the validity of a grade this must be brought to my attention within one (1) week of the day/date the grade is posted.

**A LAPTOP COMPUTER IS REQUIRED TO TAKE ALL Tests.
ALL Tests ARE TAKEN IN THE CLASSROOM.**

All Tests will be taken on your laptops IN THE CLASSROOM. If you do not have a laptop, you can borrow/rent one from the Library on a first-come, first-served basis. You cannot take the exams without a computer. There are no paper

exams. No extra computers are available. There are no other means of completing the exams outside of those provided by the instructor.

Tablets typically do not work effectively for taking exams. Be sure your computer can connect to Canvas before exam day. You may need to visit ITS in McIver Building for assistance with getting online if you are having trouble.

I design test to include material from the textbook, lectures, guest speakers & in-class assignments. Therefore, if you do not read the book and attend class, it will be difficult to pass the class. You will not receive any additional extra individual credit assignments, and your grade will not be changed at the end of the semester for any reason except for a clerical error on my part.

ATTENDANCE AND PARTICIPATION

All students registered for BUS/ENT 340 are required to attend every class and participate in class lectures and activities.

Students who leave class early are considered absent for the day.

Use of cell phones is not allowed during class. Do not text or IM or engage in any related technology activities unless you are given permission. All communication devices must be turned off in the classroom. Violators will be asked to leave class and will be treated as an absent student. More than 3 offenses to this policy and a student will receive a 10% drop in their overall course grade.

Students must be on time for every. Late students will not be allowed to enter the classroom and will be counted absent for the day.

Students who are absent for any portion of a test, or activity will not be allowed to participate in any other portion of the test or activity and will earn a zero grade for that particular assignment.

LECTURE NOTES

- ❖ PowerPoint slides are posted on Canvas during each module.
- ❖ Power Point slides on Canvas ARE NOT A SUBSTITUTE FOR CLASSROOM ATTENDANCE. The posted slides are designed to alert you to the content discussed in class.

- ❖ **POWERPOINT SLIDES POSTED ON CANVAS ARE NOT IDENTICAL TO THOSE SHOWN IN CLASS.** The content reflects the topics discussed in class. They are not a substitute for the textbook, and you will not do well on test or exams by studying solely using the posted slides.

SIX KEYS TO HAVING A SUCCESSFUL EXPERIENCE IN THIS CLASS INCLUDE:

1. **Print the PowerPoint slides for each lecture posted on Canvas before class.** The slides are “note shells” to help guide you through key issues that we’ll discuss in each class and aid your note taking. As such, **they do not contain all the information that will be presented in class.** Thus, attendance is critical, as the note shells will not substitute for attending and taking complete notes.
2. **Attend class.** Class discussions and activities are intended to give you a chance to apply the information discussed in the text. This will help you understand more intuitively and recall the information for tests.
3. **Complete readings for each module of the course.** You will not be able to do well in the course if you do not complete your readings.
4. **Ask questions and participate in class discussions and activities.** This is the best chance to clarify and reinforce the information presented in the text.
5. **Apply the entrepreneurship principles we discuss in class in your everyday life.** Read articles in the business press (Wall Street Journal, Financial Times, Business Week, etc) and think about the implications for you as an entrepreneur, customers, companies, the industry, the economy, and society.
6. **Be a contributing member of the course team and work together on the Innovation Activities.** Your team meetings will require you to be flexible in meeting outside of normal class hours. Your participation in the Innovation Activities is NOT VOLUNTARY. Your individual grade is based on a peer review completed by each member of your team at the end of the course. A team member who fails to contribute can be dismissed. A dismissed team member will lose **50%** of his/her grade based on the peer review and will not be credited for submitted work related to the innovation activities required for the course after being dismissed from the group.

LAPTOP POLICY

I reserve the right to restrict any and all laptop use at any time. Computer use is not a necessity for every class and often proves to be a distraction rather than an aid in the learning process. If you use your laptop for efficiency in taking notes, you must restrict

use to this activity only. Surfing, IM and other unrelated use of your laptop is not permitted in class. *Please close your laptops during videos, speaker presentations and experiential exercises where use is not necessary.*

INCLEMENT WEATHER POLICY

If we experience snow, sleet, etc., the University's decision will be followed.

RELIGIOUS OBSERVANCE

The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. **Students requesting a religious absence must notify the instructor of each absence 14 days in advance of the date of the religious observance.** The request must state in writing the nature of the religious observance and the dates. Student's participation must be confirmed in writing by an official of the religious organization. Assignment/tests that a student may miss due to notice of a required religious observance, instructors may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. The requirement for students to make such requests for excused absences applies only to days when the University is holding class (see the University's announcement for further details).

EACH STUDENT MUST SUBMIT THEIR OWN COPY OF EACH ASSIGNMENT FOR THE CLASS, EVEN IF THE WORK IS COMPLETED IN A TEAM. Failure to submit your work individually will result in a zero grade.

You are responsible for both written and verbal instructions provided to the class.