

# **SOCIAL ENTREPRENEURSHIP**

<b>Semester No 2</b>	<b>Code HU-133</b>	<b>Credit Hours 3-0</b>
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## **COURSE OBJECTIVES:**

1. To equip students with an entrepreneurial mindset and a unique combination of technical and business expertise which will help them in new venture creation and sustainable development of established businesses.
2. To identify and screen available opportunities, whether it be new product, services or process, and implement them within new start-up ventures and large incumbent firms
3. Enable students to contribute to the world in more ways by initiating transformative changes, challenge conventional wisdom through risk-taking actions working with limited resources.
4. Enable students to develop an entrepreneurial mindset.

## **COURSE LEARNING OUTCOMES:**

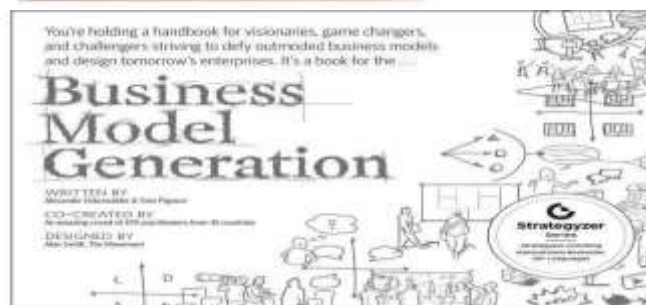
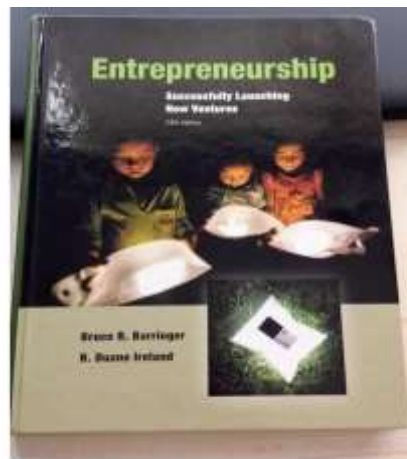
Upon successful completion of the course, students should be able to:

5. Recognize the entrepreneurial potential within themselves and others in their environment.
6. Apply idea generation techniques to help them better create and shape ideas into opportunities.
7. Appreciate the role of entrepreneurship within society, at the level of an organization, their own personal life.
8. Grasp the fundamental importance of key values in explaining entrepreneurial success.
9. Identify the many ways in which entrepreneurship manifests itself, including startup context, corporate context, social context, and others.
10. Develop an appreciation of opportunity, how to recognize it, and how to evaluate it

11. Appraise the nature of creative new business concepts that can be turned into sustainable business ventures

### **PRESCRIBED TEXTS:**

12. Entrepreneurship, Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, McGraw Hill
13. Entrepreneurship, Bruce R. Barringer, R. Duane Ireland Pearson
14. Business Model Generation, Alexander Osterwalder & Yves Pigneur



### **REFERENCE MATERIAL:**

15. Linda Rottenberg, Crazy is a Compliment
16. Geoffrey Moore, Crossing Chasm
17. Ed Zschau, Obtaining Needed Funding for your Startup Enterprise
18. Eric Ries, The Lean Startup
19. Alexander Osterwalder, Business Model Generation
20. Clayton Christensen, The Innovator's Dilemma

### **PREREQUISITES:**

**NIL**

## **COURSE DESCRIPTION:**

Social entrepreneurship is a new and fast growing field of academic study and real world practice. In essence, social entrepreneurship is doing well financially by creatively solving social issues. This course introduces students to both theory and practice of social entrepreneurship through highly experiential, interactive, and collaborative workshops. Working in a team and on a social issue they care about, students will learn system thinking skills, entrepreneurial mindset, skills, and tools to start up their own social venture or work in a social business. This class examines the entrepreneurial mindset, and how to put that mindset to work to create value in the world. The class also covers core 'hard skills' of innovation and entrepreneurship (including market evaluation, product testing and iteration, and business modeling). In this class students work in groups assigned to 'solving' some of the biggest global problems using tools learned in the class.

The mission of this course is to inspire and prepare students to start ventures that make the world more just and equal. This requires operating in a tough milieu of poverty, broken trust, broken public and private institutions, pervasive discrimination, and generational loss. Students will learn to (a) view marginalization and poverty through systematic frameworks, (b) explore and critique the intellectual bedrock of prevalent social venture thinking, including the role of innovation, technology, and markets, and (c) learn how to establish ventures, design interventions, lead idealistic teams, and create enduring change.

### ASSESSMENT SYSTEM:

Quizzes	10%
Assignments	10%
Final Term Project	20%
Mid Term	20%
ESE	40%

**Weekly breakdown of course contents is as follows:**

Week	Topic	Quizzes	Assignments
1	Introduction to the course		01
2	<b>The Reclamation Studio: Humanistic Design Applied to Systemic Bias</b>	01	01
	<a href="https://www.youtube.com/watch?v=m2LX20H4ggk">https://www.youtube.com/watch?v=m2LX20H4ggk</a>		
3	<b>What is social entrepreneurship?</b> <ul style="list-style-type: none"><li>• Coursera Video Lectures (Sakai)</li><li>• J. Gregory Dees (1998), "The Meaning of Social Entrepreneurship."</li><li>• Bornstein and Davis (2010), "Part I: Defining Social Entrepreneurship" in Social Entrepreneurship: What Does Everyone Need to Know</li></ul>		

4	<b>Who are Social Entrepreneurs?</b> <ul style="list-style-type: none"> <li>• Quiz 2 Due</li> <li>• Sadhguru and Paul Hawken Talk Socially Conscious Business</li> <li>• Peter Senge: “Systems Thinking for a Better World” - Aalto Systems Forum 2014 • Discussion Forum - Post one thought/question/idea/comment and one response to others before next class</li> </ul> <p>Coursera Video Lectures (Sakai)</p> <ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=1vI8rLwuFuQ">https://www.youtube.com/watch?v=1vI8rLwuFuQ</a></li> <li>• <a href="https://www.youtube.com/watch?v=0QtQqZ6Q5-o">https://www.youtube.com/watch?v=0QtQqZ6Q5-o</a></li> </ul>	01	
5	<b>How to Identify an Opportunity?</b> <p>Coursera Video Lectures (Sakai)</p> <ul style="list-style-type: none"> <li>• R. Ackoff (2004), “Transform the Systems Movement.”</li> <li>• D. H. Kim (1999), “Introduction to System Thinking</li> </ul>		
6	<b>System Thinking for Social Innovation</b> <ul style="list-style-type: none"> <li>• Team Presentation #1</li> <li>• Quiz 4 Due</li> <li>• Coursera Video Lectures &amp; Readings</li> </ul>	01	
7	<b>Social Business Model</b> <ul style="list-style-type: none"> <li>• Quiz 5 Due</li> <li>• Coursera Video Lectures &amp; Readings</li> <li>• Laborvoices: Bringing Transparency to the Global Supply Chain (HBS)</li> </ul>	01	01

8	<b>Customer Research - Quantitative and Qualitative</b> <ul style="list-style-type: none"> <li>• Value Proposition</li> <li>• Coursera Video Lectures &amp; Readings “Talking to Humans.” pp. 29-63.</li> </ul>		
9	<b>MID-TERM</b>		
10	<b>Design Thinking for Social Innovation</b> <ul style="list-style-type: none"> <li>• Team Presentation #2</li> <li>• Coursera Video Lectures &amp; Readings</li> </ul>		
11	<b>Design Thinking for Social Innovation</b> • Coursera Video Lectures & Readings		01
12-13	<b>Social Business Model and Planning for Social Innovation - Field Work</b> <ul style="list-style-type: none"> <li>• Coursera Video Lectures &amp; Readings</li> </ul>	01	
14	<b>Assessing the Impact of Social Innovation</b> <ul style="list-style-type: none"> <li>• Team Presentation #3</li> <li>• Coursera Video Lectures &amp; Readings</li> </ul>	01	
15	<b>Communicating Social Venture Plan</b> <ul style="list-style-type: none"> <li>• Coursera Video Lectures &amp; Readings</li> </ul>		
16	<b>Inner Engineering Reflection Paper Due</b>		01
17	Revision		
18	<b>END SEMESTER EXAMINATION</b>		