

## **Social Entrepreneurship**

### **Introduction**

1. Social entrepreneurship is a rapidly developing field of business in which entrepreneurs are using business methods to help solve social and environmental challenges otherwise ignored or missed by commerce and addressed predominately with often unsustainable donor-driven models by the nonprofit sector. In this evolving landscape, social entrepreneurs are at the vanguard of creating new business models for neglected markets that corporations can emulate, partner with or acquire to take to scale. As the traditional lines blur among nonprofits, government and business, it is critical that business students understand the opportunities and challenges in this new landscape. Through guest speakers, case discussion, lecture and student presentations this course will explore this emerging field. Students will learn what a social enterprise is and how it is the same as well as different from other types of business. Students will be expected to develop a business plan summary and investment 'pitch' to scale a social enterprise. Because the field of social entrepreneurship is interdisciplinary and in its infancy, the course will be introductory in nature and will draw heavily from cases, speaker experience and student inquiry.

### **2. Course Objectives**

- a. To provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship
- b. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social needs (e.g., hunger, poverty, inner city education, global warming, etc.)
- c. To engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship
- d. To help prepare students personally and professionally for meaningful employment by reflecting on the issues of social entrepreneurship

### **Learning Outcomes:**

3. Upon completion of course students should be able to:
  - a. Appreciate the importance of social entrepreneurship and understand many of the opportunities, challenges, and issues facing social entrepreneurs

- b. Constructively critique a social organization's strategies and assess related challenges, barriers and opportunities to realize its goal
- c. Recognize the characteristics of successful social entrepreneurship and the people who make it happen.

**Content:**

- 4. This course will cover the following content areas:
  - a. The link between innovation and social enterprise
  - b. Current trends in social entrepreneurship
  - c. Development and implementation paths for the social enterprise
  - d. Idea identification and feasibility analysis
  - e. Management and governance structures for the successful social enterprise
  - f. Leadership qualities for, and requirements of, the social entrepreneur
  - g. Assessing and communicating social impact
  - h. Scaling social innovation

**Text Book and Reference Books:**

- 5. Schwartz, Beverly. Rippling: How Social Entrepreneurs Spread Innovation Throughout the World. (Jossey Bass, 2012).
  - 1. Social Entrepreneurship : The Art of Mission-Based Venture Development, by Peter C. Brinckerhoff
  - 2. Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). Entrepreneurship in the Social Sector (ESS). Sage Publications