

## **GPA 312 Social Entrepreneurship**

**Pre-Requisites: None**

### **Learning Objectives:**

This course aims to provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship. This course is designed to provide a socially relevant academic experience in order to help students gain in-depth insights into economic and social value creation across a number of sectors/areas including poverty alleviation, energy, health and sustainability. It also emphasizes on demonstrating the role of social entrepreneurship in creating innovative responses to critical social needs (e.g., hunger, poverty, inner city education, global warming). Students will engage in a collaborative learning process to develop a better understanding of the context and domain of social entrepreneurship. Moreover, this course will introduce the students with concepts, theories, insights, and tools necessary to understand why, and under which conditions, social innovation initiatives succeed or fail, and for whom; and design, start up, manage and scale-up innovative, sustainable initiatives which are designed for social good. Through case studies, lectures, and classroom dialogue, students will learn to think strategically and act opportunistically with a socially-conscious business mindset.

### **Learning outcomes:**

After completing the course, students should be able to:

- Gained understanding of the field of social entrepreneurship and understand many of the opportunities, challenges, and issues facing social entrepreneurs,
- Demonstrate a critical understanding of current policy influencing research and knowledge within the social innovation and entrepreneurship sector
- Analyze local social problems and develop a theory of change
- Design an innovative and impactful social organization – social enterprise or other sustainable business with a social purpose.

### **Course Contents:**

Introduction to Social Entrepreneurship, Social Entrepreneurs: Correcting Market Failures, Understanding social problems: the case of poverty, Social Innovation, The

Social Entrepreneurship Framework, Different forms of social enterprise organizations, Social Change theory, defining the Social Value Proposition, Scaling Social Impact, and Resourcing Social Entrepreneurship.

**Text books:**

1. Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007).  
Entrepreneurship in the Social Sector (ESS). Sage Publications
2. Peredo, A.M. and McLean, M. (2006) 'Social entrepreneurship: A Critical review of the concept'. Journal of World Business, 41 (2006) pp. 56-65
3. Dees, G.J., Emerson, J. and Economy, P. (2002) Strategic Tools for Social Entrepreneurs: Enhancing the Performance of Your Enterprising Nonprofit, Wiley, New York
4. Wolk, A., & Kreitz, K. (2008). Business Planning for Enduring Social Impact: A Social-Entrepreneurial Approach to Solving Social Problems (1st edition.). Cambridge, MA: Root Cause.