

Social Entrepreneurship

Tuesdays, 12:00pm - 3:00 pm, Beck Hall, Room 253

Instructor

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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.

Learning Objectives

Upcoming completion of this course, students will learn how to:

- Describe social entrepreneurship and characteristics of social entrepreneurs
- Demonstrate skills of system and design thinking for social innovation
- Use the business model canvas
- Develop, write, and present a social project proposal and business plan
- Work collaboratively in teams

Required Course Materials

- Book: Alexander Osterwalder & Yves Pigneur (2010) Business Model Generation.
- [coursera.org](https://www.coursera.org) - Identifying Social Entrepreneurship Opportunities by Copenhagen Business School
- [coursera.org](https://www.coursera.org) - Social Business Model and Planning for Social Innovation
- [coursera.org](https://www.coursera.org) - Unleashing the Impact of your Social Enterprise
- [coursera.org](https://www.coursera.org) - Becoming a Change Maker: Introduction to Social Innovation
- [coursera.org](https://www.coursera.org) - Design Thinking for the Greater Good - Innovation in the Social Sector
- [coursera.org](https://www.coursera.org) - System Thinking for Public Health
- Others as assigned.

Course Requirements

- Class attendance and engagement (35%)

Students are required to (1) attend all classes on time and in its entirety, (2) complete all readings and assignments prior to attending classes, and (3) engage fully in class activities and with classmates. All electronic devices must be turned off and stow away for the entire class period. Credits for late arrival or early departure or any use of devices (smart watch included) will be calculated proportionally. One absence will be dropped from the calculation of the final grade to accommodate any personal circumstances, such as university athletic games, work, illness, and religious holidays, etc.

- Weekly Quizzes (20%). The weekly quizzes are to measure the completion and comprehension of the video lectures in preparation for class discussions and team projects. Quizzes are due by midnight Monday. There is no re-take of quizzes past due times. Two lowest scores will be dropped to accommodate any personal reasons.
- Team projects and presentations (30%). The dates for team project presentation are subject to change, depending on the progression of course materials and team projects. The team presentations will be evaluated by peers and the team projects will be evaluated, in part, by mentors in nonprofit organizations. The written team consulting project or social venture proposal will be about 10-12 pages (double-space, 1 inch margin, 12-point font).
- “Inner Engineering” Lab for Social Entrepreneurs (15%). “Be the change you wish to see in the world.” The wellbeing social entrepreneurs produce for others is as good as the wellbeing they produce within themselves. Research has shown that yoga-based practices improve psychological wellbeing, clarity of mind, creativity and insight problem solving, which are foundational to social innovation. The Inner Engineering Lab involves in-class and daily practices and a 3-page reflection paper. The daily practices will be recorded via an app, credits will not be earned without documentation. Students with special needs may discuss with the instructor for an alternative requirement.
- Extra credits - attend a social entrepreneurship event and present learning in class (5%).

Course Schedule (Subject to Change)

Dates	Topics & Quizzes	Readings
Week 1 1/16	<ul style="list-style-type: none"> • Introduction to the course • Teammate Hunt 	
Week 2 1/23	<ul style="list-style-type: none"> • What is social entrepreneurship? • Quiz 1 Due 	<ul style="list-style-type: none"> • Coursera Video Lectures (Sakai) • J. Gregory Dees (1998), “The Meaning of Social Entrepreneurship.” • Bornstein and Davis (2010), “Part I: Defining Social Entrepreneurship” in Social Entrepreneurship: What Does Everyone Need to Know.

Dates		Topics & Quizzes	Readings
Week 3*	1/30	<ul style="list-style-type: none"> Who is Social entrepreneurs? Quiz 2 Due During class time: <ul style="list-style-type: none"> Sadhguru and Paul Hawken Talk Socially Conscious Business Peter Senge: "Systems Thinking for a Better World" - Aalto Systems Forum 2014 Discussion Forum - Post one thought/question/idea/comment and one response to other's between noon and 3pm 	<ul style="list-style-type: none"> Coursera Video Lectures (Sakai) https://www.youtube.com/watch?v=1vl8rLwuFuQ https://www.youtube.com/watch?v=0QtQqZ6Q5-o
Week 4	2/6	<ul style="list-style-type: none"> How to Identify an Opportunity Quiz 3 Due 	<ul style="list-style-type: none"> Coursera Video Lectures (Sakai) R. Ackoff (2004), "Transform the Systems Movement." D. H. Kim (1999), "Introduction to System Thinking."
Week 5	2/13	<ul style="list-style-type: none"> System Thinking for Social Innovation Team Presentation #1 Quiz 4 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings
Week 6	2/20	<ul style="list-style-type: none"> Social Business Model Quiz 5 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings Laborvoices: Bringing Transparency to the Global Supply Chain (HBS)
	2/21 5 - 7:30pm	<i>NYU 300K Entrepreneurs Challenge New Venture Showcase</i>	<i>NYU Stern School of Business - Tisch Hall - Paulson Auditorium (40 West 4th Street)</i>
	2/23 12pm - 2/24 6:30pm	NYU Entrepreneurs Festival (\$25 for non-NYU Students)	NYU - http://entrepreneur.nyu.edu/event/7th-annual-nyu-entrepreneurs-festival/
Week 7	2/27	<ul style="list-style-type: none"> Customer Research - Quantitative and Qualitative Value Proposition Quiz 6 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings "Talking to Humans." pp. 29-63.
Week 8	3/6	<ul style="list-style-type: none"> Design Thinking for Social Innovation Team Presentation #2 Quiz 7 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings
Week 9	3/13	Spring Break	
Week 10	3/20	<ul style="list-style-type: none"> Design Thinking for Social Innovation Quiz 8 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings
Week 11	3/27	<ul style="list-style-type: none"> Legal Structure and Organizational Form Quiz 9 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings

Dates		Topics & Quizzes	Readings
Week 12*	4/3	<ul style="list-style-type: none"> Social Business Model and Planning for Social Innovation - Field Work Quiz 10 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings
Week 13	4/10	<ul style="list-style-type: none"> Assessing the Impact of Social Innovation Team Presentation #3 Quiz 11 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings
Week 14	4/17	<ul style="list-style-type: none"> Communicating Social Venture Plan Quiz 12 Due 	<ul style="list-style-type: none"> Coursera Video Lectures & Readings
Week 15	4/24	<ul style="list-style-type: none"> Team Project Presentation #4 and Paper Due 	
Noon	5/2	Inner Engineering Reflection Paper Due	
5/4 noon-9pm		NYU 300K Entrepreneurs Challenge Final Pitch Off	Stern School of Business, NYU