**POL 3900 Fundamentals of Social Entrepreneurship**

**Course Aims**

This course aims to introduce students to the fundamentals of social entrepreneurship. It introduces theories, techniques and approaches to diagnose social problems and to generate social intervention ideas for systemic change from multidisciplinary perspectives. It exposes students to the best practices in social entrepreneurship and innovation as a “hybrid” (partly pro-social, partly revenue generating) organization that creates benefits to the society as a whole. The course equips students with the theoretical understanding and practical skills in creating, launching and scaling up social ventures using tools and logic from public policy, social welfare, marketing, management, and finance.

**Course Outline**

**Part A. Overview of Social Entrepreneurship**

1. Limitations of traditional sectors – the forging of collaborative space across government, market, NGOs
2. How creative solutions are found for wicked problems around the world
3. The social enterprise landscape – diverse forms and auspices
4. Theorizing social entrepreneurship – theories and models

**Part B. Social Entrepreneurship – the Fundamental Knowledge and Skill Toolkit**

1. Role of innovation and the social entrepreneur
2. Strategic planning and measuring need
3. Budgeting, financing and fundraising
4. Leadership and managing human resources
5. Media, communication and networking
6. Measuring impact and stakeholder accountability

**Part C. Experiencing Social Entrepreneurship**

11) Agency and Practitioner Sharing

12) Case Study

1. Presentation

**Teaching and Learning Activities (TLAs)**

Lectures, Class Discussion, Guest lectures, Case Study, Group Project, Student Presentation

**Assessment Tasks** (to be confirmed)

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| --- | --- | --- |
| **Type of Assessment Tasks/Activities** | **Weighting (if applicable)** | **Remarks** |
| **A Journey of My Life** | 20 | Individual work |
| **Case study report** | 10 | Presented as group work but submitted and assessed as individual case write up |
| **Group presentation** | 30 | Group work |
| **Final written exam** | 40 | Individual work |
| **TOTAL** | 100 |  |