

BUS431: Social Entrepreneurship
School of Business and Innovation
Course Duration: Fall 2022 - Winter 2023 (Full Year)

Course Overview:

This course focuses on developing a business plan for a social enterprise that addresses a specific community need. Students will conduct market research, develop a business model, and pitch their venture to potential investors or partners.

Learning Outcomes:

1. **Business Planning:** Develop a comprehensive business plan for a social enterprise.
 2. **Market Research:** Conduct market research to identify and analyze community needs and opportunities.
 3. **Business Model Development:** Create a viable business model that addresses a social issue.
 4. **Pitching & Presentation:** Present the business plan effectively to potential investors or partners.
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Course Structure & Timeline:

1. Introduction & Research

Week	Topic	Activities	Deliverable	Due Date
1-2	Course Introduction & Team Formation	Introduction to social entrepreneurship and team formation	Team Formation Report (5%)	September 15, 2022
3-5	Understanding Social Issues	Identifying and analyzing community needs	Needs Assessment Report (10%)	October 15, 2022

2. Business Model Development

Week	Topic	Activities	Deliverable	Due Date
6-8	Market Research	Conducting market research and analysis	Market Research Report (15%)	November 15, 2022
9-11	Business Model Creation	Developing a business model and strategy	Business Model Proposal (15%)	December 15, 2022

3. Business Plan Development

Week	Topic	Activities	Deliverable	Due Date
12-14	Business Plan Drafting	Writing and revising the business plan	Draft Business Plan (15%)	January 31, 2023
15-17	Financial Projections & Strategy	Developing financial projections and strategies	Financial Plan (10%)	February 28, 2023

4. Pitch Preparation & Presentation

Week	Topic	Activities	Deliverable	Due Date
18-20	Pitch Preparation	Preparing pitch materials and practicing presentations	Pitch Presentation (20%)	March 15, 2023
21-22	Final Business Plan Submission	Finalizing and submitting the business plan	Final Business Plan (10%)	April 1, 2023

5. Reflection & Feedback

Week	Topic	Activities	Deliverable	Due Date
23	Course Reflection	Reflecting on the course experience and feedback	Final Reflection Report (10%)	April 15, 2023

Grading Breakdown:

- **Team Formation Report:** 5%
- **Needs Assessment Report:** 10%
- **Market Research Report:** 15%
- **Business Model Proposal:** 15%
- **Draft Business Plan:** 15%
- **Financial Plan:** 10%
- **Pitch Presentation:** 20%
- **Final Business Plan:** 10%
- **Final Reflection Report:** 10%

Total: 100%

Detailed Deliverables:

- 1. Team Formation Report (5%)**
 - **Description:** Document outlining team members, roles, and initial ideas for the social enterprise.
 - **Due Date:** September 15, 2022
- 2. Needs Assessment Report (10%)**
 - **Description:** Report analyzing community needs and identifying a specific social issue to address.
 - **Due Date:** October 15, 2022
- 3. Market Research Report (15%)**
 - **Description:** Detailed report on market research findings, including analysis of target audience and competition.
 - **Due Date:** November 15, 2022
- 4. Business Model Proposal (15%)**
 - **Description:** Proposal outlining the business model, including value proposition, revenue streams, and impact.
 - **Due Date:** December 15, 2022
- 5. Draft Business Plan (15%)**
 - **Description:** Draft of the comprehensive business plan, including mission, objectives, and operational plans.
 - **Due Date:** January 31, 2023

6. Financial Plan (10%)

- **Description:** Financial projections and strategy, including budgets, funding needs, and financial forecasts.
- **Due Date:** February 28, 2023

7. Pitch Presentation (20%)

- **Description:** Presentation of the business plan to potential investors or partners, including a pitch deck and oral presentation.
- **Due Date:** March 15, 2023

8. Final Business Plan (10%)

- **Description:** Final version of the business plan incorporating feedback and revisions.
- **Due Date:** April 1, 2023

9. Final Reflection Report (10%)

- **Description:** Reflective report on the course experience, challenges, and learning outcomes.
- **Due Date:** April 15, 2023

This syllabus for BUS431 provides a comprehensive framework for developing a social enterprise, integrating key aspects of market research, business planning, and pitching, with clear deliverables and deadlines.