

MGT 4194 –Social Entrepreneurship, Fall 2012

Tuesday and Thursday, 3:05 pm - 4:25 pm

Room 224, Scheller College of Business

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Office Hours: Thursdays 11:00am - 12:00pm and by appointment

**Syllabus is subject to change with advance notice from the instructor*

Course Description:

Social entrepreneurship is a relatively new concept, one that gained momentum in the past few years, and it is rapidly becoming an organic part of both non-profit and for profit organizations. The goal of social entrepreneurship is to create social value by applying innovative solutions to pressing societal issues – problems the private sector and government are not able, or failed to address. It has become an attractive career alternative for students who wish to utilize their leadership and managerial skills to address the challenges of the world.

This course will help students gain an understanding of:

- ❖ the motives, processes, and best practices of various types of social enterprises,
- ❖ the role of social entrepreneurs and the opportunities and challenges they face,
- ❖ the outcomes of social entrepreneurship and how to best measure its impact.

Course Objectives:

- ❖ To introduce the typology of social entrepreneurship, develop a working knowledge of the concepts, and to understand the opportunities and challenges of social entrepreneurship.
- ❖ To engage in a collaborative learning process, exposing students to various local social enterprises, to develop a better understanding of the context and domain of social entrepreneurship.
- ❖ To familiarize students with a dynamic and growing market sector and show them various avenues of how they may integrate social entrepreneurship into their professional and personal lives.
- ❖ To help students develop a niche application of their leadership and management skills to augment or guide their job-search process.
- ❖ To understand the factors that contribute to social value creation, be able to identify the strengths and weaknesses of a social enterprise, and be able to advise them on best practices.
- ❖ To illustrate how established corporations can collaborate with social entrepreneurs.

Grade Breakdown:

A: 89.99 and above

B: 79.99 – 89.98

C: 69.99 – 79.98

D: 59.99 – 69.98

F: 59.98 and below

There will be no curve applied at the end of the course.

Assignment Weights (points are on a 100-points scale, meaning 1 point=1% of the overall grade):

Book Write-Up: 15 points

Case Write-Ups (3): 5 points each for a total of 15 points

Exam: 30 points

Reading Quizzes: 10 points

Video Project: 20 points

Class Participation: 10 points

Extra Credit: (up to) 8 points

TOTAL: 108 points

Note about grading:

As a general principle, I will never work harder for your grade than you do. Students who have poor attendance or who don't do all the extra credit available should not expect me to "make up" points for them. Needing a better grade to keep your scholarship, parents' approval, or good academic standing is not relevant to decisions on final grades.

If you feel there has been an error in working out your grade for a particular assignment please let me know as soon as possible, or the latest within a week of receiving your grade.

If you are unhappy with your final grade but agree that it has been worked out correctly, please don't ask for a better grade, or extra opportunities to make a better grade, as a "favor" at the end of the semester. The answer to such unfair requests must always be "no".

Assignments Guide:

Book Write-Up (Due 9/11/12): Individually select one of the books from the list (available on t-square) and write a two-page commentary on the organization/entrepreneur at the center of that book. Use the write-up to convey your thoughts about the program/organization/entrepreneur, NOT to re-tell the story of the book.

Case Write-Ups: guiding questions will be posted on t-square for each case a week before the write-up is due. Write-ups should be submitted via email by 11:00 am on their due date. Since cases will be discussed in class the day they are due, no late case write-ups will be accepted. If the write-up is not received before class time on the day it is due a grade of 0 points will be assigned for that case. Case write-ups are group based projects. Feedback from your team mates will be requested and if shirking is reported it will affect your individual grade on that project.

❖ “KIPP” – due date TBD

❖ “IBM” – due date TBD

❖ “Movirtu” – due date TBD

Exam (On 10/25/12): 15 questions from readings, class and guest presentation, cases, and videos. Sample questions will be available to prepare you for the exam.

Quizzes: Unannounced quizzes based on the readings for that day.

Video Project (Due 11/29/12): This project is your chance to contribute to the field of Social Entrepreneurship by creating a one-minute, educational video on one of the many important topics we will discuss during the semester. The clip should explain/illustrate the concept in a fun, easy-to-grasp way while also conveying its importance to the field. More detailed instructions on the format of this project will be provided on t-square.

Class Participation: It starts with being on-time, alert, and attentive for each class. Points are awarded for the student’s demonstrated knowledge of the readings for that day and for the quality of their contribution, questions, and insight. Asking thoughtful questions from our guest speakers is highly encouraged and is another way to earn class participation points.

Extra Credit: Students may earn extra credit for participation in certain activities. These activities include attending the IMPACT Speaker Series presentations on 9/5/12 (Autism App Speaker) and 10/8/12 (Welsh Social Enterprise Speaker); the Lester Salamon talk on 10/5/12 at the Woodruff Arts Center, and other opportunities that I will share with you during the semester. Extra credit opportunities will earn you 2 points per occasion, and you may count up to four such occasions for a total of 8 points. Your extra credit will be registered when you submit a 2 paragraph write-up of the lessons learned from the event you participated in. An extra credit form is available on t-square and it has to be submitted within a week of the respective event.



Assigned Readings and Due Dates: Assigned articles, cases, and in-class exercises will be available in the course packet that you can purchase from study.net. Check t-square for an updated version of your schedule by the end of the day each Thursday for the next week’s reading assignment. Most of the readings and all of your cases are included in your course packet, but from time to time I will hand out additional readings and post them on t-square with their due date. All reading should be completed by its due date so we can have an engaging class discussion around every topic. The dates for the book write-up, exam, and video project will not change. Case write-up due dates will only change if our scheduled guest speaker reschedules.

Who should benefit from the course?

This course is of interest for all students who enjoy thinking out-of-the-box. It is particularly useful and inspiring for students who aim at

- ❖ balancing the personal need to capture economic returns with the desire to make a social contribution,
- ❖ generating new ideas on how to tap into new or non-existing markets and
- ❖ embarking on entrepreneurial endeavours by looking beyond traditional business opportunities

To Consider:

- ❖ How much you plan to get out of this course is entirely up to you. I will provide you with all of the possible learning opportunities that fit in a fifteen-week course from bringing you inspiring guest speakers, to explaining the existing theory on social entrepreneurship, to giving you a list of readings to help you better grasp the concepts, to setting up a field trip to witness social enterprise in action, but I will not police your commitment to learning.

If you feel that your time in this class is better spent checking your facebook account, shopping online, or studying for another class, please stay home. Your lack of participation is a distraction to your classmates that are choosing to learn. When you come to class, come prepared to participate..

- ❖ Office hours – as listed and by appointment. Please use these hours as a resource and not just a last resort solution. I encourage you to come to my office with any questions/concerns/ideas we did not have time to answer/discuss in class. If you had to miss class and would like an overview of what you missed, have trouble grasping a certain concept, or would like to discuss your progress in the course you can also come to office hours. We have many resources in the Institute for Leadership and Entrepreneurship and you are welcome to take advantage of them for your educational development – all you have to do is to walk up to the 4th floor.

Honor Code: Review and follow Georgia Tech's Honor Code: honor.gatech.edu.

Students with disabilities should contact the ADAPTS office to request accommodations (404-894-2564).