




# RADFORD UNIVERSITY

## Social Enterprise ENTR 271



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**Please** ask questions of material that was not clearly understood during class, while studying, or related to assigned activities.



### **Course Purpose:**

Social enterprise is a rapidly developing field in which entrepreneurs and social innovators are using business methods to help solve economic, social, and environmental challenges otherwise ignored by business and often difficult to financially sustain in the nonprofit sector. This field includes social intrapreneurship where employees in existing organizations address this "triple bottom line" in a financially resilient manner. In this evolving landscape, social entrepreneurs are at the vanguard of creating new business models for critical societal needs, which companies and nonprofits can grow. In this course, we will examine how to identify a social need and how to approach it from a business perspective.

The objectives of the course are as follows:

1. Expose students to the concept of social entrepreneurship and how social entrepreneurs are transforming society to deliver social impact in their home communities and abroad.
  2. Identify business and entrepreneurship skills that will help build a sustainable business model that addresses a societal problem
  3. Build capacity to recognize a good business opportunity, provide you the tools to create a social change plan and learn how to mobilizing resources, challenge you to implement a social change project.
  4. Address a social issue by researching, developing and completing a social change project that will add value on the local or international level, that applies lessons learned in class while adding value to an organization and community.
  5. Explore the magnitude, causes, and complexities of major social problems related to poverty, education, healthcare, environmental sustainability, and human rights.
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**Course Expectations:**

- ▶ As contributing members of the class, each student is expected to be prompt, responsible for class assignments, follow the honor code, participate in class discussion, and demonstrate respect for all.
- ▶ Attend each class.
- ▶ Encourage and demonstrate respect for students, visitors, and faculty.
- ▶ **Participate actively.**
- ▶ **Meet with faculty** if you have questions.
- ▶ Demonstrate positive reflection, respectful interaction, and develop self-awareness.



**Required Readings:**

51 Questions on Social Entrepreneurship: Social Impact Through Business, An Actionable Q&A by Neetal Parekha  
 ISBN: 978-099074820551

**Innovating for People Handbook of Human-Centered Design Methods Spiral-bound – 2012**

**Publisher:** LUMA Institute; 1st edition (2012)  
**ISBN-10:** 0985750901  
**ISBN-13:** 978-0985750909

- Additional Readings and cases will be available using D2L or available by the professor. You are responsible for checking D2L for weekly articles/readings.



**Course Policies and Expectations:**

*Absences and exceptions:*

It is the expectation that you attend each class. However, if an absence occurs, please see a colleague for notes and announcements. During the course of the semester significant personal commitments may occur resulting in a missed class. **Work completed during the missed class session WILL NOT be allowed to be made up.**

*Respect and Professionalism:*

You are expected to conduct yourself in a professional manner including display of encouragement and respect for all visitors, fellow students and instructors.

*Cell phones (and other technology):*

Please turn off cell phones and other technological devices during the class period. Text messaging or other technological communication is prohibited during class. **If you are caught using your phone or any other technology during an exam it will be counted as a 0.**

*Participation:*

As all members of a group benefit from intellectual conversation, all members of this class will be expected to participate productively on a regular basis.

*Communication:*

All students are expected to keep an open line of communication with the professor if the context of course issues that may arise. This includes seeking help from the professor if you are having difficulties with the subject matter. **If you wish to discuss an assignment or test grade, you must do so WITHIN 2 WEEKS of the RETURNED GRADE. I will not discuss grade changes.**

### *Late Assignments:*

All assignments are due at the beginning of the class on the dates indicated. **Late assignments will not be accepted.** An absence is an absence period. I do not have excused or unexcused absences, just absences. **Work not turned in or presented on a due date because of an absence WILL NOT receive credit regardless of the type of absence.**

**All assignments are due on the dates indicated. Late assignments will not be accepted for ANY reason. If you have not submitted the above by the due date the assignment will be graded as a 0. Be sure to plan your schedule accordingly as technical issues and Scheduling issues are always a possibility. Work not turned in or presented on a due date because of an absence WILL NOT receive credit regardless of the type of absence.**

### *Honor Code:*

It is expected all students abide by the University honor code. The honor code will be enforced in this class and all work done in the class (drafts and final versions and exams) will be covered by the Radford University honor code. It is expected that you familiarize yourself with the honor system and the academic violations that it addresses: cheating, plagiarism, and falsification.

***\*\*\*Cheating in this class consummates: using others answers on homework, copying text and information off of websites, plagiarism, sharing in any form test answers with others, using notes in tests, fixing your answers, asking classmates to see their work, and (but not limited to) using technology during an exam.***

### *Grow as a scholar and as an individual:*

In this course, all students are expected to demonstrate positive reflection, respectful and intellectual interaction, developed self-awareness, and leave with newfound knowledge.

### *Campus Resources:*

**Center for Accessibility Services:** “If you are a student with special needs or circumstances, I invite you to contact me early in the course so appropriate supports and scheduling can be addressed.

Students seeking academic accommodations under the Americans with Disabilities Act must register with Radford University’s Center for Accessibility Services (CAS). The policies regarding students with disabilities may be found at <http://www.radford.edu/content/cas/home.html>. You may also contact the CAS at 540-831-6350.”



**Center for Diversity and Inclusion** “envisions Radford University as a multicultural institution that provides a forward thinking and progressive approach to social justice and equality.” Heth Hall 157, 831-5765, [diverse@radford.edu](mailto:diverse@radford.edu)

**RADFORD UNIVERSITY**  
Center for Diversity and Inclusion

**Learning Assistance and Resource Center (LARC)** provides free tutoring to students who need to strengthen their academic skills. 125 Walker Hall. 540-831-7704, [larc@radford.edu](mailto:larc@radford.edu).

**Military Resource Center** helps military students (veterans, active duty, reservists, and dependents) to access all of the campus resources available and provides study space, transition counseling, and tutoring. 100 Calhoun Hall, [military@radford.edu](mailto:military@radford.edu), 540-831-5002.

**Office of Diversity and Equity**, 314B Tyler Place, 2nd Floor, 831-5307

To report an instance of harassment or sexual assault: <http://www.radford.edu/content/diversity-equity/home/title-ix-reporting.html>

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**Safe Zone** at Radford University is a collaborative effort among students, staff, and faculty to secure trustworthy allies and supportive, safe spaces on campus for students who are lesbian, gay, bisexual, transgendered, and questioning. Safe-Zone trained allies can be found across the campus and community, just look for the Safe Zone sticker.



**Substance Abuse and Violence Educations Services (SAVES):** provides education, counseling, advocacy and support for students dealing with substance abuse or sexual violence. SAVES will also help you to help a friend who is struggling with substance abuse or is a victim or survivor of sexual assault, dating violence, or stalking. Heth Hall, Room 215, 831-5709 [www.radford.edu/saves](http://www.radford.edu/saves)  
<http://www.radford.edu/content/diversity-equity/home/title-ix.html>

**Student Counseling Services** can help with adjusting to college life, relationship or family concerns, anxiety, depression, eating disorders, and many other issues you may experience, including how to help a friend who is struggling. Tyler Hall Basement, 831-5226 [www.radford.edu/content/student-counseling/home/faq.html](http://www.radford.edu/content/student-counseling/home/faq.html)

**Writing Center** located in CHBS 4800 (above Starbucks), offers help to **CORE101 and CORE102 students** for any writing assignment for any course. One-on-one sessions with a writing consultant are available every day beginning Monday, September 25 (hours TBA). To make an appointment, login to MyRU, click on Academics, and click on Writing Center, or stop by CHBS 4800 during open hours.

#### *Student Resources:*

Radford University students now have access to NetTutor, a free online service that provides tutoring in all subjects. NetTutor is a comprehensive online tutoring service for all subjects, and is free to all RU students needing assistance with homework and studying.

To access NetTutor from the RU homepage, access the link to the MyRU web portal and login with your RU credentials. Click the D2L icon to access the D2L campus learning management system. Next, click the "NetTutor" link in the "Support Services" widget.

#### **Core Assignments:**

Assignment	Description	Percentage of Total Grade	Due Date
In-class Activities	Various in class assignments and participation	20%	<b>Continuous</b>
SE PPT		20%	
Phase 1		10%	
Phase 2		10%	
Business Canvas		10%	

Final Presentations		10%	
Exams (Midterm and Final)		10% Each	<b>Midterm TBD Final-See College Schedule</b>

**Grading Scale:**

- 90-100 % = A
- 80-89 % = B
- 70-79 % = C
- 60-69 % = D
- 0-59 % = F



**Course Outline: Subject to change at the discretion of the professor.**

Day	Topic	Activities and Assigned Reading (to be completed prior to the class it is listed with)
<b>WEEK 1</b>	Class Intro	
	Intro to SE	Chapter 1
<b>Week 2</b>		
	What is SE	Chapter 2
	What is SE Oreo Play day	Chapter 2
<b>Week 3</b>		
	Poverty Inc	Supplemental
	Poverty Inc	Supplemental <b>SE PPT Due</b>
<b>Week 4</b>		
	Presentations	
	Presentations Team formation and company selection	
<b>Week 5</b>		
	Intro to DesignThinking/ Looking	Luma Handbook
	Empathy	Supplemental
<b>Week 6</b>		
	Guest Lecture	
	Law and Policies	Chapter 3
<b>Week 7</b>		
	Review and catch up	<b>Phase one Due</b> (individual)
	<b>Midterm Exam</b>	

<b>Week 8</b>		
	Spring Break	No Class
	Spring Break	No Class
<b>Week 9</b>		
	Into to DT- Participatory Research	Luma Handbook
	Funding your venture	Chapter 4
<b>Week 10</b>		
	Measuring Impact	Chapter 5 <b>Phase Two Due</b> (Individual)
	DT Intro to DV- Evaluative Resesarch	
<b>Week 11</b>		
	<b>Project day*</b>	<b>Project day*</b>
	Intro to Business Canvas	Supplemental
<b>Week 12</b>		
	Guest Speaker	<b>Phase Three Due</b> (Individual)
	<b>Project day*</b>	<b>Project day*</b>
<b>Week 13</b>		
	Reaching your Social Impact Potential	Chapter 6 <b>Business Canvas Due</b>
	Global SE	Chapter 7
<b>Week 14</b>		
	Presentations	
	Presentations	
<b>Week 15</b>		
	Presentations	
	Presentaions and Class Wrap UP	
Exam	Final Exam	

## Assignment Requirements:

### Participation

This portion of your grades is based on being in class and engaged. These points are given for your participation in various classes. **You must be present In Class to receive these points.**

### SE PPT

For this assignment we are going to research a Social Entrerpruner of their choice.

You will present your findings in a PPT.

### 1. **Presentation Criteria:**

All presentations will contain five slides. Slides will include:

**Slide 1:** Introduction that includes your name, the name of the course, and the name of your selected social entrepreneur. You may include images of your social entrepreneur and/or their enterprises at your discretion.

**Slide 2:** Introduce the social entrepreneur to your peers with a mindmap. Mindmaps are similar to concept maps. They are used to represent people, their background (personal and professional), family, networks, current or recent occupation, affiliations, honors, hobbies, etc. Use images, text, arrows, and shapes to design the visual mindmap. Students are free to hand draw or create digital representations.

**Slide 3:** Similar to a photo journal, this slide includes images and brief annotations of the types of problems the individual solves, the people they work with, and any additional images that will help your peers gain empathy for the individual and their affiliated organizations.

**Slide 4:** If you could conduct an interview with your social entrepreneur, what would you ask? Slide four will contain a list of interview questions that you would pose in an interview with your social entrepreneur. A minimum of five questions is required.

**Slide 5:** A list of references you have used to create your presentation in APA format.

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### **DT Project:**

This project results in 3 phases:

Each Phase will result in an assignment

The final project will result in a final group presentation of your entire project.

### **Group Project Firing Process**

Should you find the need to fire a team member, the following procedures must occur and be documented:

1. A Team issued Warning: Documentation of communication with the team member explaining the concerns, expectations and consequences should these not occur. This needs to be in writing
2. A meeting with ALL team members and professor
3. Professor issued Warning: Documentation of communication with the team member explaining the concerns, expectations and consequences should these not occur. This needs to be in writing
4. Firing Request: This is a document created by the team that gives documented performance assessment (ie, “meeting on Sept 24<sup>th</sup>, an email was sent out about this meeting, John Doe did not show”....”warning letters were issued by team on Sept 25<sup>th</sup> and by Professor Sept 28”).

In the situation where a team member is fired from a team, two things will occur: 1. The student will be given a new assignment at the discretion of the professor; 2. I will receive a deduction in overall grade equal to 10 points in final course grade.

**Examinations:**

There will be a total of two examinations given during this session, including the final. The final exam will not be comprehensive. These exams will be made up of multiple choice questions. Students are expected to take the examination at the scheduled time. **If you miss an exam, NO MAKE-UP WILL BE GIVEN. Rather, a zero will be calculated in with your other exam grade.**