
COURSE INFORMATION**Division:** Entrepreneurship**Term:** 2**Instructor:** Tamar Milne**Email:** tamar.milne@sauder.ubc.ca**Phone:** 604.827.4951**Office Location:** HA 577**Office Hours:** Tue, 11:00 am-12 noon (or by appointment)**Section number:** 201**Class times:** M/W, 11:30 am-12:50 pm**Classroom Location:** HA 243**Course duration:** January 4-April 8, 2016

COURSE DESCRIPTION

Social entrepreneurship is an innovative, growing, and rapidly evolving field in business that tackles social and environmental challenges through business perspectives and methods.

Social entrepreneurs are distinctive in their focus on a social mission as the primary, driving force of their organization. Traditional business performance measures – such as growth and profit – are relevant and important to social entrepreneurs, but not as standalone outcomes; rather, the value of growth and profit is manifested in the organization's ability to achieve its social mission more quickly and effectively.

Social entrepreneurs see opportunity in the blurring of the traditionally separate roles of governments, non-governmental organizations, and companies, and social ventures can take a wide variety of forms ranging from non-profit to for-profit – and countless innovative hybrids in between.

COMM 386E is an applied course in which students will work with real social enterprises. Classes will utilize lectures, live cases, field study, relevant readings, and discussions to explore the unique challenges faced by social entrepreneurs and the role they play in social innovation.

LEARNING OBJECTIVES

Upon completion of this course, students will be able to:

- Describe the challenges and opportunities of social innovation.
- Explain the purpose and roles of social ventures and the benefits to society of this form of entrepreneurship.
- Define a social problem and the scope and parameters of the system that needs to be changed for the problem to be addressed.
- Identify opportunities for innovation, collaboration, and new business development in response to evolving environmental and social issues.
- Address unique funding and financial challenges facing social ventures.
- Design appropriate methods to measure social impacts and ensure accountability.
- Launch, support, or scale a social venture through business analysis and the application of business tools and skills.
- Anticipate future developments and prospects in the field of social entrepreneurship.

ASSESSMENT**SUMMARY**

Team Social Enterprise Project (4 parts)	45%*
Insight Memos (2, each worth 15%)	30%
Pre-assessments	10%
In-class Participation	15%

** Individual grades on team assignments may be subject to adjustment based on team evaluations.*

DETAILS**Team Social Enterprise Project – 45%**

One of the most effective ways to integrate and synthesize course concepts is to apply them in real practice. The Social Enterprise Project is a semester-long assignment in which students will conduct research and develop focused recommendations for a social venture facing a real business opportunity or challenge.

In self-formed teams of 5-6 (subject to some guidelines), students will seek out a social enterprise to work with (including students' own social enterprises, if applicable) and develop a project brief to outline the scope and deliverables of the project. Throughout the semester, time will be given in class for assignment work and coaching from the instructor, and students will submit a variety of components to complete the project by the end of the term (more details about each component will be provided online and in class; see due dates in the Course Schedule):

1. Project Scope (P/F and subject to approval)
2. Midterm Class Discussion (10%)
3. Final Report (20%)
4. Final Class Presentation (10%)
5. Client Presentation and Feedback (5%)

This project is the main, hands-on element of the course that will allow students to integrate and apply the course concepts to benefit real organizations. Upon successful completion of the project, students will have a concrete understanding of many social entrepreneurship fundamentals and how to apply them to achieve real-world goals.

At the end of the semester, students will complete a peer and self-evaluation of each group member's contribution (including their own) to the team's project. Individual grades on team assignments may be adjusted accordingly.

Insight Memos – 30%

Social entrepreneurship is a rapidly growing and evolving field with a vast array of definitions, forms, and applications around the world. For this reason students will be encouraged to reflect on and explore more deeply the topics and cases that interest them during the semester. Students will be asked to write two reflective mini-papers ("memos") to share their individual insights arising from their experiences and their growing knowledge of the social enterprise field. (More details about these assignments will be provided online and in class; see due dates in the Course Schedule.)

Online Pre-assessments – 10%

With the goal of providing a more active learning experience in the classroom, students will complete regular online pre-assessments to guide their class preparation. Such preparation will ensure class time can be dedicated to higher-level application of and interaction with key concepts, tools, and discussions.

In-class Participation – 15%

Students are expected to actively participate in class activities and discussions – which will require reading/viewing of all assigned materials before each class, preparing personal positions on the topics raised, and sometimes even seeking out additional relevant materials in special areas of interest to share with the group.

Note that quality of contributions is valued over quantity, and evaluation of in-class participation will emphasize experimentation, critical thinking, creativity, and practical application.

Note also that participation marks must be earned through speaking in class and actively engaging with classmates during discussions and activities; **simply attending class does not equal “participation”**.

COURSE RESOURCES AND MATERIALS

Required Multimedia Materials: Class Prep instructions will be clearly outlined on the course blog, and students should check there regularly to ensure they are prepared for each class. Readings, videos, podcasts, and other course multimedia should be reviewed **before** the class for which they are assigned. Most of the media will be freely accessible online through various website links, Connect, and the UBC Library site. This will minimize environmental and financial impact. For any readings not available online (which is unlikely), a small course fee may be levied to provide access. Detailed instructions will be provided at that time.

Course Websites:

- **Course blog:** <http://blogs.ubc.ca/comm386emilne/>.
- **UBC Connect:** The course will be supported in Connect for assignment submissions and pre-assessments.

COURSE SCHEDULE (Subject to change at instructors' discretion)

WK	DATE	CLASS TOPICS	WHAT'S DUE
1	Mon, Jan 4	Introductions: Course Purpose, Personal Purpose The Power and Possibility of Social Entrepreneurship	Individual: Intro Card (card will be handed out and completed in class)
	Wed, Jan 6	Social Innovation and Entrepreneurship	Individual: First online pre-assessment due at 11:30 am ; pre-assessments before every class, unless otherwise noted
2	Mon, Jan 11	Defining Social Problems & Assessing Opportunities 1	
	Wed, Jan 13	Social Enterprise Business Models 1 Funding Social Ventures 1	
3	Mon, Jan 18	Project Briefing Team Formation	Team: Team Charter (form will be handed out and completed in class)
	Wed, Jan 20	Client Project Pitching	
4	Mon, Jan 25	Defining Social Problems & Assessing Opportunities 2	
	Wed, Jan 27	Project Coaching	
5	Mon, Feb 1	Guest Speaker/Workshop: Design Thinking	
	Wed, Feb 3	Social Enterprise Business Models 2	
6	Sun, Feb 7	Team: Project Scope due	Team: Project Scope due at 6 pm (on Connect)
	Mon, Feb 8	Family Day – no class	
	Wed, Feb 10	Funding Social Ventures 2	
	Feb 15-19	Reading Week – no classes	
7	Sun, Feb 21	Individual: Insight Memo 1 due	Individual: Insight Memo 1 due at 6 pm (on Connect)
	Mon, Feb 22	Critical Analysis & Ethics	
	Wed, Feb 24	Partnerships & Community Engagement	

8	Mon, Feb 29	Team Class Discussion 1 (Slides due by 6 pm day before)	
	Wed, Mar 2	Team: Discussion Topic due Team Class Discussion 2 (Slides due by 6 pm day before)	
9	Mon, Mar 7	Live Case: Sole Food Street Farms	
	Wed, Mar 9	Team Class Discussion 3 (Slides due by 6 pm day before)	
10	Mon, Mar 14	Accountability & Impact Assessment	
	Wed, Mar 16	Field Trip: UBC Farm	
11	Mon, Mar 21	Scaling the Venture	
	Wed, Mar 23	Project Coaching	Team: Client Presentation date due at 11:30 am (by email)
12	Mon, Mar 28	Easter Monday – no class	
	Wed, Mar 30	Team: Final Class Presentations 1	Team: Project Presentation Slides due at 11:30 am (on Connect)
13	Mon, Apr 4	Team: Final Class Presentations 2	
	Wed, Apr 6	Future of Social Entrepreneurship Course Integration	
	Fri, Apr 8	Team: Final Project Report due Individual: Insight Memo 2 due	Team: Final Project Report due at 6 pm (on Connect) Individual: Insight Memo 2 due at 6 pm (on Connect)
	Exam Period – before Fri, Apr 22	Individual: Peer and Self-Evaluations due Team must schedule on-site/field/video presentation date with client before April 22	Individual: Peer and Self-Evaluations due (on iPeer, via Connect) Team: Client Presentation due by April 22

COURSE AND INSTITUTIONAL POLICIES

Class Preparation: Guidance on how to prepare for each class will be posted to the course blog/Connect website. It is each student's responsibility to understand what is required and to complete the necessary readings, pre-assessments, and other preparation that is directed.

Attendance: Full and on-time attendance is expected in classes. Consistent late attendance or multiple missed classes will affect the participation grade.

Electronic Devices:

- Laptops are not permitted in class unless required by the instructor for specific in-class activities or exercises. You will be notified in advance if you need to bring an internet-enabled device for a given class.
- Cell phones are not permitted in class. Remember to turn off or mute your cell phone before stowing it away.

Respectful Classroom: Some of the issues discussed in class may be sensitive or affect some people in a very personal way. Students are expected to share only constructive feedback and participate in discussions and debates respectfully, open-mindedly, and inclusively.

Missed Pre-assessments: There are no make-ups for any missed online pre-assessments. You must complete those assessments during the assigned window of time that they are available online. NOTE: Pre-assessments are meant to be completed individually.

Assignment Deadlines: Unless otherwise stated, assignments are due in the online dropbox by 6:00 pm, Pacific time and UBC server time, on the due date. Late assignments will be subject to penalty as follows: 15% penalty if submitted 5 minutes to 24 hours late; 30% penalty if submitted 24-72 hours late; and a grade of zero if submitted more than 72 hours late.

Academic Honesty: Students are expected to adhere to UBC's [Academic Honesty policy and standards](#). Any instances of [cheating or plagiarism](#) will be strongly dealt with according to UBC's procedures for [Discipline for Academic Misconduct](#).
