

SW 799: Social Entrepreneurship

Fall TERM 2013

Saturday, September 7, 2013, 9AM-5PM

Sunday, September 8, 2013, 9AM-5PM
Room: TBD

Office Hours: TBD

INSTRUCTOR

William Cabin, JD, Ph.D., MA, MSW, MPH

LEO Adjunct Professor

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COURSE DESCRIPTION

The course is 15 hours offered in three days. As such, it is fast-paced so welcome aboard. Our goal is to improve our knowledge of Social Entrepreneurship (SE). Our two specific objectives to facilitate achieving the goal are:

1. Understand the similarities and differences between Social Entrepreneurship and Social Enterprise and Entrepreneurship and Enterprise; and
2. Engage in hands-on practical experience of developing a SE project and social marketing plan (SMP).

The assignments are designed to facilitate achievement of the objectives. We'll work straight through each day without scheduled breaks. This is because most work (other than January 10th) is group work so individuals and groups can reasonably break as needed. We can discuss further in class.

ASSIGNMENTS & GRADE VALUE:

1. **Class Participation & Attendance (30%):** Individual attendance is required all three days given the fast pace and hands-on class orientation. A significant part of course work will be done in class preparing, discussing and presenting SMPs. Please bring all necessary materials to class including laptops, other electronic devices, flash drives, etc. as most classroom time will be for group meetings and classroom discussions related to each group's work.
2. **Social Marketing Plan (40%):** Each group will create a written social marketing plan due by no later than Monday, January 14th to Dr. Cabin at williamcabin@yahoo.com . The Plan will be based on a project the group will decide to create at the work or field site of one of the group members. The Plan will use the Lee & Kotler worksheets format, which will be available in hardcopy from Dr. Cabin. The worksheets also are in the Lee & Kotler textbook (Appendix A) and available in WORD format from Dr. Cabin, upon request. Dr. Cabin will provide at least two (2) sample SMP papers from other classes. A grading rubric for the paper will be distributed by Dr. Cabin.
3. **Social Marketing Plan Presentation (30%):** Each group will make a power-point presentation of their Plan on the last day of class. Presentations will be 45-60 minutes, or otherwise, depending on the number of groups. A grading rubric for the presentation will be distributed by Dr. Cabin.

REQUIRED TEXTS:

Bornstein, D. & Davis, S. (2010). *Social entrepreneurship: What everyone needs to know*. New York: Oxford.

Lee, N. R. & Kotler, P. (2011, Fourth Edition). *Social marketing: Influencing behaviors for good*. Thousand Oaks, CA: SAGE.

Finally to ensure a good course, it is necessary that all students have access to the resources they need to fully engage with the material. Therefore, please notify me early on if you require any accommodations due to a disability.

*** If you find yourself having trouble with the classroom environment at any point, I hope you will feel welcome to visit me during office hours or by appointment to talk about it. ***

COURSE OUTLINE

(All times estimated and subject to change, with notice, by professor)

September 7, 2013:

BRING SYLLABUS, KOTLER & LEE WORKSHEETS (On CTOOLS), & TEXT TO CLASSES

- Syllabus & Assignments Review; Discussion of “What is Social Entrepreneurship and Social Enterprise?”; Let’s Look at a Logic Model for SE!
- Relationship of SE to Social Marketing Plans (SMP) & Review of Lee & Kotler SMP Worksheets.
- Groups form & hold initial meeting (**MOST OF CLASS TIME**). Maximum group size will depend on class enrollment and will be determined on site by Dr. Cabin. **Groups will:** Select a team leader; exchange email addresses; discuss possible SE topic(s) from one work or field placement site OR based on a new proposed organization; and work on the project using the Kotler and Lee template. **Ideally, you will select a topic/project that is feasible to propose and implement in your field/work site.** Dr. Cabin will be meeting with each group throughout the class as a team consultant.

September 8, 2013:

- Work on your SM plan and complete as much as possible. Dr. Cabin will be meeting with each group throughout the class as a team consultant.
- Presentations (About One hour each; present in power-point to the class **as though they were the executive management team of your organization at a meeting to consider**

your proposal). Follow Kotler & Lee template framework; add last section, titled Reflection, to your power-point where you discuss challenges in developing your plan; challenges/barriers and advantages you anticipate in moving forward to implementation.

- Wrap-up (Remember to do course evaluations)

January 12, 2013:

- 8:30-9:30AM: Food; Questions & Answers; Last minute group organization time.
- 9:30-3:15PM: Presentations
- 3:15-3:30PM: Wrap-up (Remember to do course evaluations)

