SW 799-005: Social Entrepreneurship

Winter Term 2015

INSTRUCTOR

William Cabin, JD, Ph.D., MA, MSW, MPH
LEO Adjunct Professor (Cell: 201-566-1253)
University of Michigan School of Social Work wcabin@umich.edu; williamcabin@yahoo.com

COURSE DESCRIPTION

The course is 15 hours offered in two 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 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 (SMP) (40%)**: Each group will create a written social marketing plan due the last day of class 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 on CTOOLS.

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.

REQUIRED TEXTS:


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.
COURSE OUTLINE

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

Friday, January 9, 2015

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

- Syllabus & Assignments Review; Discussion of “What are Social Entrepreneurship, Social Enterprise, & Social Marketing Compared to Entrepreneurship, Enterprise, & Marketing?”; 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. 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, though new organization proposals will be considered (BUT must be approved early by Dr. Cabin).

Dr. Cabin will be meeting with each group throughout the class as a team consultant.
Saturday, January 10, 2015, 9 AM-5 PM:

- 9-9:30AM: Food (from Dr. Cabin); Questions & Answers.
- 9:30AM-TBD: Complete work on your presentations (will depend on where we are at the time. We will discuss.)
- Time TBD: Presentations & Wrap up (Will depend on number of groups & amount of additional time needed)

Presentations (About One hour each; will depend on class size/number of groups).
Present in power-point to the class as though they were the executive management team of your organization, or a potential funder, at a meeting to consider your proposal). Be specific as to whom your target audience is. Be creative; use visuals to enhance the presentation and engage your audience. Follow Kotler & Lee template framework, or a modification thereof, as long as you cover all the key points in Kotler and Lee. Add a last section to your power-point entitled Reflection, where you leave your role as presenters to an executive management team and discuss challenges in developing your plan and challenges/barriers and advantages you anticipate in moving forward to implementation.

Remember to do the online course evaluations