Introduction to Social Entrepreneurship

Course #: **SSW 799.002**
Term: Spring/Summer 2016
Time: 9-5pm (June 17-18)
Location: B798 SSWB
Instructor: Moses Lee (moseslee@umich.edu)

Social entrepreneurs are not content just to give a fish, or teach how to fish. They will not rest until they have revolutionized the fishing industry."

-Bill Drayton, Ashoka

Course Description:

In this mini-course, students will learn a theoretical framework for social entrepreneurship and design thinking, as well as explore the individual skills and will necessary to respond to complex social needs both locally and globally. Students will be placed on teams throughout the course to engage in hands-on activities, case studies, competitions and a leadership project.

Course Objectives:

The objective of this course is to inspire and begin equipping students to become innovative leaders in the social sector. Specifically, we will address how to:

- Understand yourself as a leader within the context of a community and how to lead with moral imagination (the ability to put yourself in the shoes of the people you are serving).

- Understand how an entrepreneurial mindset and operational skills can create and support social change.

- Turn theory into action by designing and carrying out a team leadership project.

Course Structure and Expectations:

The course will use a combination of case studies, lectures, multimedia and student presentations to teach social entrepreneurship.

Students are expected to complete the 4 assignments prior to the start of class. In addition, students will be placed on **teams** to work on a leadership project during the course - to be submitted by the end of June.

We believe highly in team-based projects, as they provide avenues for powerful learning, development, and problem solving. Teams often generate that most diverse and innovative ideas because of the rich and diverse set of backgrounds, experiences, and knowledge; multiple viewpoints feed into breakthrough solutions. In this course, you and your team will be stretched to learn new skills, take calculated and creative risks, and innovate.

You will get as much out of this course as you put in. We will foster a high learning environment. However, we can only do so much. We expect you to come to class **on-time and** treat this class as a **professional** environment.

We also believe in the creative and intellectual power of the entire class. As such, we expect you and your team to support your fellow classmates by providing feedback, recommendations, and insights.

Intellectual Property:

In order to allow students to explore the possibility of patent protection for their class inventions, the scientific content of projects presented or discussed in class will remain **confidential** until the creators of

that content have otherwise publicized it, or, at most, for a period of six months following the last day of this course.

In order to further protect your rights in inventions disclosed in your presentations or other classroom submissions, you may mark such materials as follows: "The content of this document is for classroom purposes only."

Required Material:

All other course material that you will need is available on **Canvas.**

Below is some recommended reading to further develop your interest in social entrepreneurship:

- *The Fortune at the Bottom of the Pyramid* (C.K. Prahalad)
- *Capitalism at the Crossroads: The Unlimited Business Opportunities in Solving the World's Most Difficult Problems* (Stuart L. Hart)
- *Creating a World Without Poverty: Social Business and the Future of Capitalism* (Muhammad Yunus)
- *How to Change the World: Social Entrepreneurs and the Power of New Ideas* (David Bornstein)
- *The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World* (John Elkington and Pamela Hartigan)
- *Out of Poverty: What Works When Traditional Approaches Fail* (Paul Polak)

Grading:

There are three components to the course that will be used to determine the final grade:

1. **Class Assignments (20%):** There will be several assignments that are due prior to the start of class that should be submitted on time. These are listed on Canvas.
2. **Class Participation (30%):** Attending class and participating in thoughtful discussion is crucial to students' learning experience. You are expected to come to class prepared and to share your knowledge, perspective, questions, and analyses. This will foster mutual learning.
3. **Leadership Project (50%):** At the end of the course, student teams will create a 3-minute video presentation and submit a 3-page concept paper of their idea. Students will be evaluated on their presentation, innovation, and project plan.

Course Schedule

Pre-class assignments on Canvas. Please submit all assignments directly on Canvas.

Assignment #1: Before the first day of class, please post in the group discussion thread on Canvas answers to the following (will be shared with everyone). Will be great to get to know you!

- Full Name:

- Year in School:

- Link to Linkedin or personal website, if applicable:

- Favorite website:

- Most significant life experience and why (in 150 words or less):

- 3 words that best describe yourself:

- Problem that I care most about to solve in life and why (in 150 words or less):

- What I hope to get from this class (in 150 words or less):

Assignment #2: Before the first day of class, please list 3 organizations (for profit, non-profit) that you admire in the following format in the discussion forum on Canvas:

- Name of organization:

- Website link:

- What problem is the organization solving? (140 characters)

- How are they solving it? (140 characters)

- Who are the founder(s) and why did s/he (they) start it? (140 characters)

- What I admire most about the organization? (140 characters)

Assignment #3: Please read the book excerpt from The Blue Sweater (Links to an external site.). In 500 words or less, respond to the following question to be shared with everyone in the discussion forum on Canvas:

How does the story of the bakery impact your view on social entrepreneurship, if at all? Does this story inspire you or make your more skeptical about business?

Assignment #4: Read the article on Canvas, *Power of Unreasonable People*, and answer the following questions in less than 1000 words:

1. What are the key differences between entrepreneurship and social entrepreneurship?

2. What are the specific risks involved with being a social entrepreneur?

3. Do you consider yourself to be a social entrepreneur?

Class Session #1: June 17th

Agenda:

- **9:10am – 9:30am:** Introductions
  - Why did you sign up for this course?
  - Who is in the class?
  - Roadmap for next two days
- **9:30am – 10:00am:** What is Social Entrepreneurship?
  - Review responses from assignment submissions
- **10:00am – 10:20am:** Understanding Self
  - Take a blank piece of paper and spend 20 minutes depicting your life journey using symbols, drawings, words, etc. This is an open ended assignment and the end result will differ by individual. The key to be reflective upon your life.
- **10:30am – 11am:** Speed dating for team formation
  - Find commonalities and shared passions
- **11am – noon**: Problem identification
  - Identify an organization or community that you want to impact
  - Clearly define: What is the problem that we want to solve? What is the impact we hope to make? What defines success?
- **12:00pm:** Lunch (bring your lunch or go out to purchase)
- **1pm:** What is design thinking? A case study on Embrace Global

- **1:30pm:** Ideation using "How might we" statements and post-it notes
- **3pm-4pm:** Project idea selection and mini presentations
- **4pm- 5pm:** Introduction to storyboarding and stakeholder/customer discovery

Post Class Assignment #5:

Read: Tips for Customer Development: http://giffconstable.com/2011/07/12-tips-for-customer-development-interviews-revised/

Interview a minimum of 3 people as a team and find 5 online resources that relate to your project idea. What insights did you glean from your research?

Class Session #2: June 18th

Agenda:

- **9:10am – 10am:** Debrief on Assignment #5: how does the information impact your leadership project idea?
- **10am – 11am:** Different models for enterprise: for money or social impact? What model will your use?
- **11am – noon:** Introduction to the business model canvas.
- **Noon:** Lunch
- **1-2pm:** Complete your business model canvas and share with the class
- **2-3pm:** Piloting or prototyping your innovation: how to bring your idea to life?
- **3-4pm:** Power of storytelling: putting your idea into a TED talk video
- **4-5pm:** Planning next steps and preparing for your deliverable on June 30th

Leadership Project Deliverables due June 30th at 11:59pm:

#1: 3-min video that answer the following:

- What is the problem you are trying to solve?
- What is the impact you are hoping to make?
- What is your innovation? How will it work?
- Why are you the people to do it?

Videos will be evaluated for clarity, creativity, and passion.

#2: Concept paper that details all the elements of the business model canvas and the legal model you would use.