

Florida International University  
School of Hospitality and Tourism Management  
COURSE SYLLABUS

## Global Social Entrepreneurship – A Case Study Course

2015-2016

Professor Robert H. Hacker

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### COURSE DESCRIPTION

The course is an overview and introduction to the key disciplines required for an entrepreneur to successfully create and grow a social enterprise venture (SEV). The course examines non-profits, SEVs and for-profit ventures in their social, political and economic context. Key concepts in entrepreneurship are developed. The course focuses on a practical approach to new business development. Guest lecturers who are practitioners in selected fields may be used.

Several of the books and readings will be presented in class by the students as a means to increase comprehension and foster a wider range of discussion on topics of interest.

A key part of the course is to complete a term project that requires the development of a new business concept. Working in teams students present in class their business plans for an SEV as a means for the plans to be used in outside competition(s).including the annual Hult SEV competition. <http://www.hultglobalcasechallenge.com/the-event/case-study/> This project is in lieu of a final exam.

The course makes use of six Harvard Business School cases as a means to further develop the students' understanding of the most important concepts in the course. Each case requires the students, organized in teams, to prepare a paper analyzing certain key factors. Individual students should be prepared to present each case in class and lead discussion.

### COURSE OBJECTIVES

- To develop an understanding of the multi-disciplined approach required to successfully develop a new business or an SEV
- To learn and apply a variety of tools and concepts including business concept development, business model and financial modeling to business plan development
- To learn to prepare a financeable business plan

## LEARNING OUTCOMES

- To develop the skills necessary to develop a new business concept and prepare a professional business plan
- To identify the proper type of business model to achieve a social objective
- To self-assess one's entrepreneurial potential

Student Learning Outcomes will be measured based on the 9 written assignments and the final business plan

## COURSE PRE-REQUISITES / CO-REQUISITES

Some knowledge of accounting, preferably gained at the university level

## TEXTBOOKS & OTHER REQUIRED MATERIAL

### Required Texts:

1. The Innovator's Solution: Creating and Sustaining Successful Growth by Clayton M. Christensen and Michael E. Raynor
2. The Fortune at the Bottom of the Pyramid by C.K. Prahalad
3. Scaling Social Entrepreneurship: Lessons Learned from One Laptop per Child by Robert H. Hacker

These books are available online from Amazon. Any edition is suitable.

### HBS Cases

1. eHealthpoint: Healthcare for rural India
2. Social Entrepreneurship: Banco Compartamos
3. Social Entrepreneurship: Kiva
4. The Arayind Eye Hospital, Madurai, India: In Service for Sight (593-098)

HBS cases can be downloaded for a fee at <http://hbsp.harvard.edu/product/cases>

### Required Papers to Read

- Brigitte Hoogendoorn (2011), A Conceptual Overview of What We Know About Social Entrepreneurship, EIM Research Reports
- Santos, Filipe M. (2009), A Positive Theory of Social Entrepreneurship. INSEAD Working Paper
- Bowman and Ambrosini (2000), Value Creation Versus Value Capture: Towards a Coherent Definition of Value in Strategy, *British Journal of Management*
- Henry B. Hansmann (1980), The Role of Non-profit Enterprise, *Yale Law Journal*
- D School Bootcamp Bootleg (Stanford)  
<http://sophisticatedfinance.typepad.com/files/bootcampbootleg2009.pdf>
- Design Thinking <http://www.designstudiesforum.org/journal-articles/rethinking-design-thinking-part-i-2/>

## COURSE PROCEDURES/METHODOLOGY

### Course Outline

Topics to be covered include:

- Analysis of non-profits, SEVs and for-profit startups
- Starting a business and how to develop the business concept
- Customer need and value proposition
- Industry and competitive analysis
- The business model
- The financial model
- Preparation of a business plan

Six two-page written assignments in Word format and one longer paper will be required on dates to be announced in advance. Two of the assignments will involve applying the textbook concepts to starting a business, three assignments will be based on the HBS cases; the last paper will utilize all the course concepts to develop a comprehensive strategy for a social enterprise.

## CLASS or PROFESSOR POLICIES

Attendance at class is expected and more than two absences will result in a lowering of one full grade in a student's final grade. Assignments are due at 12 noon on the dates indicated with no exceptions except a death in the family.

## GRADING STANDARDS/PERFORMANCE MEASURES

Grading will be on a curve, based on grades for the nine written assignments and the business plan presentation

Grades will be determined as follows:

Each written Assignment 5%; business plan 45%

Papers will be graded based largely on the quality and depth of thinking. Concise, articulate presentation will improve the grade.

Class participation will be considered to improve a grade and poor class attendance will lower a grade. More than two class absences will result in a lowering of one full grade in a student's final

grade.

## FIU/HC POLICIES

### The FIU Academic Pledge

As a student of this university:

- I will be honest in my academic endeavors.
- I will not represent someone else's work as my own.
- I will not cheat, nor will I aid in another's cheating.

### Intellectual Honesty Statement

Students at Florida International University are expected to adhere to the highest standards of integrity in every aspect of their lives. Honesty in academic matters is part of this obligation. Academic Integrity is the adherence to those special values regarding life and work in an academic community. Any act or omission by a student which violates this concept of academic integrity and undermines the academic mission of the University, shall be defined as academic misconduct and shall be subject to the procedures and penalties mandated by the University and the School of Hospitality and Tourism Management.


### Misconduct Statement

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

### Cell Phones

Cell phones and beepers are prohibited during class.



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