

Florida International University
Honors College
COURSE SYLLABUS
Marc 340
We. 10:00AM-12:45PM

Global Social Entrepreneurship 2018-2019

Instructor: Kate Sackman

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COURSE DESCRIPTION

This course will provide an introduction to the key skills and activities needed to launch and grow a social enterprise venture (SEV) for the purpose of solving social problems in the world. We will explore the role of social entrepreneurship in society globally and nationally, including opportunities and challenges of social entrepreneurship for creating real change.

The course will examine the various forms of social ventures, the practical considerations and steps needed to form an SEV, and case studies of successful social entrepreneurs and their ventures. We will emphasize the Sustainable Development Goals of the United Nations. A key part of the course is to complete a term project that requires the development of a new social venture business concept. Students will work in teams to present their business plan for a new social venture business that can be entered into the annual HULT competition. This project is in lieu of a final exam.

In order to illuminate key business concepts, we will review several case studies. Students will prepare short papers analyzing specific factors of each case, presented in class by students leading the class discussion about the case.

In the second half of the course, Spring 2019, we will build on what we learned during the fall term, requiring each student to start their own company that addresses a global social problem. Students may continue with their HULT teams or may form new companies. We will review all the key entrepreneurship disciplines learned during the first semester, but will apply them in greater depth with the student's Spring Term companies. These concepts include significant use of design thinking, understanding and developing customer value proposition, sustainable competitive advantage, clear and fully developed business models, financial modeling and metrics.

COURSE OBJECTIVES

- To fully understand the interdisciplinary approach needed to successfully develop an SEV, from creating a product/ service and a revenue model through to introducing the product/ service to market and beginning sales.
- To learn how to determine whether your product idea has a valid and viable market application that will lead to business success and deliver the desired social impact.
- To learn how to communicate your idea effectively in order to sell products, develop partner relationships, and raise capital.

LEARNING OUTCOMES

- To develop the skills necessary to properly develop a new business concept and prepare a professional business plan
- To determine an appropriate business model to achieve the social objective
- To self-assess one's entrepreneurial interest and potential

Student Learning Outcomes will be measured based on the written assignments, two business plan presentations, class participation, and final business plan.

COURSE PRE-REQUISITES / CO-REQUISITES

Some working knowledge of accounting, preferably gained at the university level or based on one's business experience.

TEXTBOOKS & OTHER REQUIRED MATERIAL

Required Textbooks are available from most on-line book sellers. Any edition is suitable.

- **Scaling Social Entrepreneurship: Lessons Learned from One Laptop per Child**, by Robert Hacker
- **The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World** by John Elkington
- **Building Social Business: The New Kind of Capitalism that Serves Humanity's Most Pressing Needs** by Muhammad Yunus

Required Articles:

- **D School Bootcamp Bootleg (Stanford)** <https://dschool.stanford.edu/resources/the-bootcamp-bootleg>
- **Why the Lean Startup Changes Everything** <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>
- **Guides to Customer Mapping** http://issuu.com/podluzny/docs/adaptive_paths_guide_to_experience_/c/slw5cnr
- **Design Method for Services** http://issuu.com/wieslawgdowicz/docs/keeping_connected_-_design_methods

- **Adaptive Guide to Experience**
http://issuu.com/podluzny/docs/adaptive_paths_guide_to_experience
- **Slideshare Customer Mapping** <http://www.slideshare.net/livebysatellite/ia-summit-2012-mapping-the-experience>
- **Service Design Portfolio / Magda Rok**
<http://issuu.com/magdarok/docs/servicedesignportfolio-magdarok-201>
- **How to Write a Great Business Plan**, William A. Sahlman (Harvard Business Review Classics): <https://hbr.org/product/how-to-write-a-great-business-plan-harvard-business-review-classics/2142E-KND-ENG>

COURSE PROCEDURES/METHODOLOGY

Course Outline

Topics to be covered include:

- Starting a business and how to develop the concept
- Customer need and value proposition/role of design
- Sustainable Competitive Advantage
- Disruptive innovation
- The business model
- The financial model
- Preparation of a business plan
- Financing your business

CLASS POLICIES

Attendance at class is expected and more than 2 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 assignments.

Grades will be determined as follows:

- Case Study Papers 30 %
- Two Business Plan Presentations 30%
- Business Plan 30%

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 2 class absences will result in a lowering of one full grade in a student's final grade.

FIU / HTM 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 and beepers are prohibited during class.

Honors College Requirements

Registration in this course implies an acceptance of and compliance with the Honors College policies for students and the FIU Code of Academic Integrity.

Honors Citizenship Requirements

Beginning in Fall 2014, Honors College students are required to accumulate at least 20 citizenship points each academic year (Fall and Spring) by attending Honors College activities.

Students attending only one semester (Fall or Spring) are required to accumulate 10 citizenship points. See: <http://honors.fiu.edu/current-students/citizenship/>.

Student Portfolios

The Honors College will be using a portfolio method to assess students' learning outcomes. The portfolio allows for maximum flexibility in gauging student learning. Students decide (with instructor consultation) what "artifacts" or assignments to include for consideration in their portfolios to demonstrate successful achievement of each of five key student learning outcomes over the 4-year Honors experience. See: <http://honors.fiu.edu/current-students/portfolio/>

Honors Education in the ARTS (HEARTS)

The HEARTS program is designed to give Honors College students opportunities to "explore and appreciate different artistic and cultural traditions and modes of artistic expression. HEARTS will also serve as a clearinghouse (and curatorial framework) for our students to experience the arts on campus and in the community by providing them with information about cultural activities and access to performances with free or discounted tickets. See: <http://honors.fiu.edu/current-students/hearts/>

Honors College Academic Misconduct Statement

In The Honors College, the term "honor" refers both to academic accomplishment and character. Students in Honors should therefore adhere to and be held to the highest standards of personal academic accountability. Academic dishonesty in any form, including plagiarism, is antithetical to the very definition of being an Honors student at FIU. Consequently, an Honors College student found responsible for academic misconduct will be dismissed from the College.

Procedures and Penalties

An Honors faculty member may bring charges of academic misconduct against an Honors student if the faculty member suspects plagiarism or other forms of academic misconduct. The faculty member will decide whether to pursue informal resolution, file formal resolution charges, or take no further action, and will follow the procedures outlined in the Honors College website (<http://honors.fiu.edu/honors-policies/>), and the Academic Misconduct Procedures, available at <http://integrity.fiu.edu/misconducts.html>.

Please refer to the following documents for additional information:

FIU Code of Academic Integrity – <http://integrity.fiu.edu/>

FIU Honors College Plagiarism Policy- <http://honors.fiu.edu/honors-policies/>

Religious Observances

Every effort will be made, where feasible and practical, to accommodate students whose religious practices coincide with class requirements or scheduling. Please make sure to notify your instructor at the beginning of the semester of which dates you will be absent or any anticipated problems with completing course work.

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