



Social Entrepreneurship (BUSI-2500W-1)

Fall 2022, MW 1-2.15 // C344

Instructor: James Magnus-Johnston

PhD Candidate, McGill University; MPhil, Cambridge University; BA University of Winnipeg

jmagnus-johnston@cmu.ca // "office hours" by appointment

c. 204.952.7751

Summary

Social entrepreneurs are motivated by a desire to make a social impact in business while recognizing the need to balance financial realities. This course examines the role of blended value or "triple bottom line" strategies in particular social, political, economic, or ecological contexts. We will explore the unique management issues confronting social business structures and critically review their impacts. In particular, we will consider examples designed to address environmental degradation and inequality. We will also consider the value of the "entrepreneurial" approach, including attitudes towards risk tolerance, experimentation, and problem-solving.

Objectives

The course is designed to introduce students to social entrepreneurship and its potential to produce social impact. As a designated writing course, students will also be given opportunities to improve their writing practice, including the development of their written "voice" and the exploration of different genres of writing. In terms of course content, students will be expected to understand:

- Various institutional contexts for social entrepreneurship (social, political, economic, ecological)
- Various business structures, roles, and purposes
- How to identify promising opportunities and prototype them in applied settings
- Unique legal and financial mechanisms for social entrepreneurs
- Manitoba-based social enterprises

Deadline for withdrawal without academic penalty: Nov 15, 2022

Reading List

REQUIRED TEXT

Nicholls, Alex (2008). *Social Entrepreneurship: New Models of Sustainable Change*. Oxford University Press.

Other resources and texts available on the website at postgrowth.ca/social-entrepreneurship

Assignments and Grades

Class participation	10%
Chapter presentations	10%
Writing/editing exercises (ongoing)	20%
Strategic planning proposal (Nov 14)	10%
Social enterprise / pitch (Dec 5)	25%
Final strat planning assignment (Dec 7)	25%

Letter	Percentage	GPA	Descriptor
A+	90-100	4.5	Exceptional
A	80-89	4	Excellent
B+	75-79	3.5	Very Good
B	70-74	3	Good
C+	65-69	2.5	Satisfactory
C	60-64	2	Adequate
D	50-59	1	Marginal
F	0-49	0	Failure

An “excellent” assignment (A) would display:

1. Original thinking and a superior grasp of the subject matter
2. A highly developed capacity for critical evaluation, synthesis, and creativity
3. Appropriate descriptions and quotations
4. Organizing and subordinating information well; writing and/or speaking clearly
5. The use of research sources using *any* recognized style format. For reference, see:

Hacker, Diana. *A Pocket Style Manual*. Eighth edition. Boston and New York: Bedford/St. Martin's, 2018

Class participation: Your participation grades will be posted at the same time as your mid-term grade; each grade is worth 5%. You will be graded on the quality and quantity of interaction – that is, not only the volume of interaction, but the quality and thoughtfulness of your contributions. Attendance will also be factored into your participation grade.

Chapter presentations: For each assigned reading, one group will prepare a synopsis in point form that outlines the main argument of the reading. Following the discussion, the group will be tasked with preparing a half-page written summary of the reading and discussion. Be sure to sign up early for your timeslot. Note: Periodically, class time will be allocated to reading in class, but students should not rely on this time to integrate the topic matter.

Writing / editing exercises: At the end of each class, the instructor will pose a topic question for consideration. Students will select an activity or be provided with a writing genre example from which to model their response (excerpts ranging from the *Harvard Business Review* to *Ecological Economics* and the *Journal for Cleaner Production*); the exercise will then be reviewed in peer editing sessions.

Strategic planning assignment: In preparation for your paper and presentation, you will provide an outline of a social enterprise **case study** or **prototype idea** (select one or the other) using the Service Design (or Human Centered Design) tools. The case study or prototype will be critically analyzed using the lean start-up canvas. Elements of this assignment will be considered in class writing/editing exercises.

Case study / prototype feasibility study (4-5 pages): Each student is invited to write an analysis of either an existing social enterprise or a feasibility study on a new social enterprise idea. Please ensure that you conduct an appraisal of the institutional (ie. social, ecological, political, economic) context for the venture and invest effort in the structure of your proposal, using the lean start-up canvas as a model.

Case study presentation / social enterprise pitch: Each group will present their study during the final class of this course. You will be marked on style (5 marks), clarity (5 marks), substance (10 marks), and class engagement (5 marks).

Peer-assisted learning (PAL) and tutoring. PAL is available for academic assistance in all of our programs. Please contact student advising for further details.

Policies

Final grades: Grades submitted by instructors become final only after they are vetted by the Dean's Council. That process occurs early in January for fall semester grades and early in May for winter semester grades.

Academic integrity: *Academic Integrity*—All material referred to in any assignment MUST be appropriately referenced. Plagiarism is a serious matter. Students should be aware of CMU Academic Policies, particularly those regarding academic misconduct (plagiarism and cheating), which apply to all University courses. These are detailed on CMU's [website](#) and in the CMU Calendar. If you still have questions about appropriate referencing and what plagiarism is, a useful tutorial can be found [here](#). For more information on CMU policies regarding grades, academic misconduct, appeals, and other matters, please see CMU's *Academic Calendar*.

Accessibility: CMU strives to provide a fair and supportive learning environment for academically qualified students with disabilities. If you are eligible for these services or have questions about becoming eligible, please contact Sandra Loeppky, Coordinator of Accessibility Programs at sloeppky@cmu.ca or 204.487.3300 x.340. In recognition of individuals with asthma, allergies and severe environmental/chemical sensitivities, CMU is striving to become a scent-free campus. Students, staff and guests are asked to refrain from wearing fragrances and scented personal care products at CMU. This includes perfumes, colognes, aftershave and scented hair products. Your cooperation is greatly appreciated by those affected.

Academic support services: Student studying, tutoring, and the Peer Assisted Learning (PAL) program are offered to CMU students free of charge in the Marpeck Mezzanine.

Counselling: University students face many challenges and at times may benefit from having a trained professional to talk to. There are qualified counsellors at CMU who volunteer their services free of charge to students on the CMU campus. Students wishing to book an appointment with a counsellor are asked to contact the North Side Receptionist at 204.487.3300 or info@cmu.ca. Confidentiality is maintained at all times. The counselling office is located at C365 (north side) and is free for CMU students.

Continuity Plan: Faculty and students should plan to stay home when ill and follow public health requirements for respiratory illness. When students cannot come to class, please seek notes from the designated note-taker. If the instructors cannot be in class, an announcement will be made in Moodle, and we'll use the 8x8 video platform to communicate via videoconference.

Schedule

		Social Entrepreneurship							
		Alex Nicholls					Ch.		
		Ch.			W 7		Introduction		
Sept	M	12	1	Social Business Models are the Solution	W	14	2	Citizen Sector Transformed	
	M	19	3	Social Value	W	21	4	Comparative Advantage, Public Policy	
	M	26	5	Structure of the Field	W	28	6	Agency in a Globalizing World	
Oct	M	3	7	Rhetoric, Reality, Research	W	5	8	SE for Corporations	
	M	10	9	A Cultural Mode in the Church	W	12	10	Mission + Money Relationships	
	M	17	11	The Socially Entrepreneurial City	W	19	12	International Relief and Development	
	M	24	13	University Incubators	W	26	14	Philanthropy's Changing Landscape	
	M	31	15	Challenges in a Social Capital Market	W	2	16	Promise and Perils	
Reading break									
Nov	M	14	17	Implications of Blended Value	W	16		Quality of life and ownership	
	M	21		Communication	W	23		Outcomes and impact	
	M	28		Conclusion	W	30		Presentations	
Dec	M	5		Presentations					