



CVC 430

Social Entrepreneurship Syllabus

Instructor & Contact Information

The course introduction lesson in Populi will provide information on your current course instructor and how to best communicate with him or her.

Course Description

Social Entrepreneurship is the field of applying business entrepreneurship, start-up principles to social causes. The course centers around a final project where students will build their own social entrepreneurship "pitch deck" presentation to use to persuade potential supporters of their initiative. This course will apply many of the best practices of startups used by Silicon Valley to the social sector including: Lean Startup principles and the Business Model Canvas.

Course Outcomes

After completing this course, you will be able to:

1. To be able to define the field of social entrepreneurship and key traits of social entrepreneurs.
2. To be able to describe and apply key theories and concepts the field of social entrepreneurship.
3. To be able to describe and apply the theories from the Lean Startup and Business Models needed to rapidly adapt to uncertain environments facing social entrepreneurs.
4. To be able to conduct a detailed analysis of an organization to assess which initiatives are contributing the most (and least) to its mission impact and revenue sustainability.
5. To be able to synthesize and present theories and concepts of social entrepreneurship into a "pitch deck" presentation to use to persuade potential supporters of their initiative.

Each course outcomes listed above is tied to an eight-week period listed below under the "Course Schedule" table.

Degree Program Outcomes

Program outcomes are the overall skills and knowledge we expect you will have after successfully completing a certificate or degree program at City Vision University. This course supports the following program outcomes, marked with an asterisk (*). After completing the program, City Vision's graduates will be able to do the following:

1. Demonstrate the ability to understand and apply traditional theories and concepts of business management and the ability to do this in depth in one area of specialty: nonprofit management, accounting, technology or general management.
2. Understand their vocation in business and their unique identity and role within their field in a way that maximizes their calling and enables 24/7 Christian ministry.
3. To be able to develop and grow businesses and nonprofit organizations in a way that is socially responsible and that reflects God's love and purposes for the world.

4. Communicate effectively and professionally in business situations through physical or virtual presence, writing, speaking, listening, and electronic media.
5. Interpret and analyze accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business processes.
6. Integrate and apply Biblical, ethical, legal, economic and business principles into effective managerial decision-making.
7. Demonstrate the ability to understand and apply traditional theories and concepts of a Christian liberal arts education, equipping students with the knowledge and skills to facilitate intellectual, spiritual, and personal growth, pursue their advanced studies, and improve the world in which they live.

The outcomes programs listed are for the Business Administration program, but this course may also apply to the program outcomes for other programs.

Required Texts

Students are required to purchase these texts before the first day of classes.

Gelobter, M. (2015). *Lean Startups for Social Change: The Revolutionary Path to Big Impact* (1 edition). San Francisco: Berrett-Koehler Publishers. 224 pg. ISBN: 978-1626561496

Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* (1st edition). Hoboken, NJ: John Wiley and Sons. 288 pg. ISBN:

9780470876411. First part available at:

http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf

Recommended Texts

Bell, J., Masaoka, J., & Zimmerman, S. (2010). *Nonprofit Sustainability: Making Strategic Decisions for Financial Viability* (1 edition.). San Francisco: Jossey-Bass.

Crutchfield, L. R., & Fuqua School of Business (Duke University). (2008). *Forces for good: the six practices of high-impact nonprofits* (1st ed.). San Francisco: Jossey-Bass.

Drucker, Peter F. *Managing the Nonprofit Organization*. Reprint. HarperBusiness, 2006. 256 pg. ISBN 0060851147.

Galinsky, L., & Nuxoll, with K. (2011). *Work On Purpose* (First edition.). New York: Echoing Green.

Oster, Dr Gary W. *The Light Prize: Perspectives on Christian Innovation*. Positive Signs Media, 2011. ISBN 0983453306.

Ralph, McCall. *Entrepreneur? Workbook, Bring Your Vision to Life: A 25 Day Journey for Christian Entrepreneurs*. Destinee S.A., 2011.

Bornstein, David. *How to Change the World*. Updated ed. Oxford; New York City, NY: Oxford University Press, 2007, ISBN 9780195334760, 358 pg.

Collins, Jim. *Good to Great and the Social Sectors: A Monograph*, (Harper Collins, 2005, ISBN 097732640).

Elkington, John; Hartigan, Pamela. *The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World*.

Scofield, Rupert. *The Social Entrepreneur's Handbook: How to Start, Build, and Run a Business That Improves the World*.

Wasserman, Noam. *The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup*. Princeton University Press, 2012. 480 pg. ISBN 0691149135.

Ries, Eric. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. First Edition. Crown Business, 2011. 335 pg. ISBN: 0307887898.

Zimmerman, S., & Bell, J. (2014). *The Sustainability Mindset: Using the Matrix Map to Make Strategic Decisions* (1 edition.). San Francisco, CA: Jossey-Bass.

Welch, Wilford. *The Tactics of Hope: How Social Entrepreneurs are Changing the World*. (Earth Aware, 2008, ISBN 160109014-5).

Wolk, A., & Kreitz, K. (2008). *Business Planning for Enduring Social Impact: A Social-Entrepreneurial Approach to Solving Social Problems* (1st edition.). Cambridge, MA: Root Cause.
http://www.rootcause.org/docs/Resources/Books/Business-Planning-for-Enduring-Social-Impact/Business_Planning_for_Enduring_Social_Impact.pdf

Course Schedule

Unless otherwise indicated, all graded work is due at 11:59 pm Central US time on the Sunday of the week it is due. (see [late policy](#))

Week	Assessments	Projected Hours	% of Grade	Course Objective
1	Social Entrepreneurship as a Field and Calling			
	Read: The Meaning of "Social Entrepreneurship" Social Entrepreneurship: The Case for Definition http://www.lausanne.org/docs/2004forum/LOP59_IG30.pdf	3	--	
	Watch/Listen: Course Introduction and Overview by Dr. Andrew Sears Mohammad Yunas: Social Entrepreneurs: Pioneering Social Change: https://www.youtube.com/watch?v=jk5LI_WcosQ Lara Galinsky: Work on Purpose: http://youtu.be/-GNhgAG8DBM?t=4m15s Three Global Leaders in Social Entrepreneurship: https://www.youtube.com/watch?v=r4ECkTKXHao	3	--	
	Forum 1.1. Introduction and Envisioning Yourself as a Social Entrepreneur	1	2%	1
	Forum 1.2. Understanding Social Entrepreneurship and Identifying Organization	3	4%	1
	Sign up for Udacity Course "How to Build a Startup" Assignment	1	--	
2	Lean Startup			
	Read: <i>The Lean Startup for Social Change</i> . Introduction and Chapters 1-3.	3	--	

	Watch/Listen: Authors@Google: Eric Ries "The Lean Startup"	1	--	
	Assignment 1: Attend the Live Video Session 1: Introduction/Focus: Identifying Your Organization	1	0.5%	1
	Forum 2. 1. Crafting Your Value Proposition Workbook 1	3	4%	
3	Business Model Canvas			
	Read: <i>Lean Startups for Social Change</i> . Introduction and Chapters 4. Lean Startups for Social Change. Introduction and Chapters 4. The Differences Between a Business Plan & Business Model Canvas Kit Sample Business Model Canvas Template.docx Business Model Canvas Examples.zip file	6	--	
	Watch/Listen: Alexander Osterwalder: Tools for Business Model Generation [Entire Talk] Lesson 1.5A & 1.5B Business Models and Customer Development and Lesson 2 Value Proposition in How to Build a Startup on Udacity	6	--	
	Forum 3.1. Defining a Business Model	2	4%	2
	Forum 3.2. Business Model Canvas Workbook 2	8	10%	2
	Identify 5 Potential Customers to Interview and Schedule Interviews for Next Week	2	--	2, 3
4	Customer Interviews and Feedback			
	Read: <i>Lean Startups for Social Change</i> . Introduction and Chapters 5-6.	6	--	
	Watch/Listen: Lesson 2 Value Proposition and Lesson 3 Customer Segments in How to Build a Startup on Udacity		--	
	Forum 4.1. Workbook 3. Customer Feedback and Revising Your Value Proposition	8	10%	2, 3, 4
5	Updating Business Model Canvas Based on Customer Feedback			
	Read: <i>Lean Startups for Social Change</i> . Introduction and Chapters 7-9.	4	--	

	Watch/Listen: Lesson 3 Customer Segments, Lesson 4 Channels and Lesson 5 Customer Relationships in How to Build a Startup on Udacity	4	--	
	Forum 5.1. Workbook 4. Updating Business Model Canvas Based on Customer Feedback	6	10%	2,3,5
6	Revenue, Cost, Resources, Activities and Partners			
	Read: <i>Lean Startups for Social Change</i> . Introduction and Chapters 10-Conclusion.	4	--	
	Watch/Listen: Lesson 6 Revenue Model, 7 Partners, 8 Resources, Activities & Costs in How to Build a Startup on Udacity	4	--	
	Assignment 2: Attend the Live Video Session 2: Focus: Improving Your Business Model Canvas	1	0.5%	3, 6
	Forum 6.1. Workbook 5. Updating Business Model Canvas Based on Customer Feedback	10	10%	3, 6
7	Rough Draft Final Presentation and Business Model Canvas			
	Read:			
	Watch/Listen:			
	Forum 7.1 Workbook 5. Rough Draft of Final Presentation	20	10%	6
8	Major Project Consulting Report Presentation			
	Read:			
	Watch/Listen:			
	Forum 8.1. Pitch Presentation to Investor	35	35%	6
Overall	Total estimated hours based upon 17 hours per week for 8 weeks	135	100%	

Guidelines for Written Work

Except for Class Forum posts, all written assignments should be double-spaced using 12-point font and 1-inch margins, and include a relevant heading (name, date, assignment title), and subheadings where appropriate, which can be viewed in a Navigation Pane. Multi-page assignments should also include page numbers. Please correct spelling and grammatical errors before submitting all assignments. Spelling, grammar, and writing style will be taken into consideration in evaluating written work. Every assignment should carry a filename that *must* include your name (Student Name) and the assignment number, e.g. Jan_Smith_Project1.docx

Written work falls into the following 3 categories for standards:

- **Forums.** Follow **Forum Expectations:** <http://www.cityvision.edu/mtm/forum-guidelines>
- **Standard Papers.** Unless indicated that they are for a business or nonprofit audience, all papers should follow APA guidelines for citation as listed here:
[In Text Citation Instructions](#)
[Bibliography Instructions for End of Paper](#)
[Full APA Guidelines](#)
- **Papers for Nonprofit or Business Audiences:** These should follow standard professional writing practices in a business setting. Examples include: business plans, business proposals, grants, nonprofit manuals etc. References for cited materials are required, but may be done informally with hyperlinks as might be done in a business blog. Follow these guidelines:
https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/index.html

Written work must be reflective, balanced, scholarly analysis and be well-supported by references. Students will be assessed on their ability to reflect and to critically examine an issue from many points of view.

Critical Policies to Read for This Course

Note: These policies are critical for all students to read. In case of change, we have linked to the versions on our website to make sure you have the latest version.

- **Deadlines to Drop Courses:** <https://www.cityvision.edu/academic-policies#Dropping>
- **Attendance, Late Policy and Extensions:** <http://www.cityvision.edu/academic-policies#Policy>
- **Technology Requirements for Courses:**
<https://www.cityvision.edu/technology-requirements-courses>
- **Standards of Academic Integrity & Plagiarism Policy:**
<http://www.cityvision.edu/wiki/standards-academic-integrity>
- **What plagiarism is and how to avoid it**
<https://www.cityvision.edu/what-plagiarism-and-how-do-you-avoid-it>
- **Credit Hour Policy, Grading Policy and Other Academic Policies:**
<https://www.cityvision.edu/academic-policies>
- **ADA Policy, Learning Accommodations & Disabilities Services:**
<https://www.cityvision.edu/ada-policy-learning-accommodations-disabilities-services>
- **Student Code of Conduct:** <https://www.cityvision.edu/university-code-conduct>
- **Library Services:** <https://www.cityvision.edu/library>

Other Important Policies

- **Privacy Policy:** <https://www.cityvision.edu/privacy>
- **Consumer Disclosures:** <https://www.cityvision.edu/disclosures-consumer-information>
- **Catalog.** Additional policies are listed in our catalog at:
<https://www.cityvision.edu/files/catalog.pdf>

*This syllabus is subject to change without notice up until the first day of the semester.
Last updated: April 18, 2019*