

Global Learning Semesters

Course Syllabus

Course: ENTR-615 Social Entrepreneurship

Department: Management and MIS

Host Institution: Intercollege, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
ENTR-615	Social Entrepreneurship	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Management and MIS	Upper Division	English

Course Description

Many observers believe social entrepreneurship holds the promise of more effectively addressing if not solving some of society's most intractable social problems. Still young, but growing dynamically, the field of social entrepreneurship is defined as the process of creating new independent or corporate ventures that pursue the dual primary missions of social benefit and financial return on investment. These nonprofit and for profit ventures have a social mission and aim to be financially self-sufficient or are profit driven.

This course is an introduction to the field, but hopefully will also be a contribution to it, tackling the obstacles and constraints faced by social entrepreneurs, and surfacing new strategies for them. The course teaches students to focus on solutions to societal problems and to evaluate the market opportunities for social venture creation. Furthermore, the course will explore the social capital markets and the trade off between social and financial returns, and discuss issues related to acquiring needed resources. Finally, the course will examine the unique management and marketing strategies for the growing social venture

Prerequisites

None

Topic Areas

The course is organized into seven modules:

1. Social Entrepreneurship Defined, examines the different definitions of the term both in theory and practice.
2. Models of Social Entrepreneurship describes different forms that social ventures take, both nonprofit and for profit, and draws upon examples throughout history.
3. Business Case for Social Purpose Ventures looks at how cooperative strategies and partnerships further social missions.
4. Creating and Evaluating Opportunities for Social Venture Creation describes and inspires the creative process of social innovation.
5. Managing the Growing Venture looks at the challenges of scaling a growing venture.
6. Acquiring Necessary Resources examines strategies for obtaining needed financing and human resources not previously under one's control.

Readings and Resources

Required Readings

Among others, the students are expected and required to read the following:

- Dees, Gregory, J.; Emerson J., and Economy, P. (2002). Strategic Tools for Social Entrepreneur: Enhancing the Performance of Your Enterprising Nonprofit. Wiley.
- Dees, G. and Dolby, N. (July 1996). Sources of Financing for New Nonprofit Ventures. Harvard Business Review.