

CSUS 473

Social Entrepreneurship and Community Sustainability

Spring 2017

Tuesdays and Thursdays, 12:40-2:00 p.m.

001 Natural Resources Building

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Office Hours: Thursday 2:15 – 3:15. Anytime my door is open or ajar, feel free to stop in (I enjoy student visits). If you are traveling from across campus, try calling first to see if I'm available. Otherwise feel free to contact me to schedule an appointment.

COURSE DESCRIPTION

Start-up and management of private sector and non-profit organizations that aim to address social and/or environmental problems. Identifying and overcoming the challenges associated with the sustainable operations of social enterprises.

INTRODUCTION

Social enterprises can be for-profit or not profit organizations. The difference between a social enterprise and a traditional business is that although profitability is vital to social enterprises, their aim is not to *maximize* profits. Instead, social enterprises exist to address some social or environmental problem. Although many traditional non-profit organizations also exist to address some social or environmental problem, social enterprises differ from these in that they aim to establish financial sustainability that does not depend upon donations and grants for continued operation. Rather, once established, their activities provide enough revenues to cover the costs of operations. An underlying principle of social enterprises is that good business practices (e.g., marketing, financial management, human resources management, systems management, strategic thinking, etc.) must be used to successfully operate the enterprise. Many people contend that social enterprises are a vital part of community sustainability.

The objective of this course is to introduce students to the basic concept of, and underlying principles of social enterprises and their role in helping communities to be more sustainable. In this course students will learn about specific social enterprises, how they aim to solve social and/or environmental problems and the challenges they face. This course will also serve as an introduction to some of the business practices crucial to the survival and sustainable operations of social enterprises. Students will also have the opportunity to develop a conceptual framework for a social enterprise through a mini-business plan assignment.

READINGS

There is no required textbook for this course. Readings will be assigned throughout the course of the semester and will either be posted on D2L or distributed in class. Students enrolled in this class are expected to complete all assigned readings by the assigned dates. Although class time will occasionally be spent covering subject matter from the readings, most class time will be used to introduce new concepts and engage in activities not directly relevant to the assigned readings. This does not mean that the readings are unimportant. This class is meant to be much more than just the readings, but the assigned readings are an important part of the course.

COURSE OBJECTIVES

At the completion of this course, students should be able to:

1. Understand social entrepreneurship and how it differs from traditional entrepreneurship in the private and non-profit sectors;
2. Appreciate the importance of social entrepreneurs in addressing the social and environmental problems communities face;
3. Understand the role of social enterprises in community sustainability;
4. Appreciate the challenges that are faced by social entrepreneurs, and possible solutions for facing those challenges;
5. Identify different ways of funding social enterprises;
6. Develop budgets and basic financial statements;
7. Develop strategies for creating sustainable revenue streams for social enterprises;
8. Understand the importance of understanding potential markets and identify ways of addressing the needs of those markets;
9. Understand and address the challenges of managing human resources in social enterprises, including volunteers;
10. Develop strategies for creative problem solving skills needed by social entrepreneurs.

The above course objectives support the Department of Community Sustainability undergraduate program competencies of critical thinking, systems thinking, economic literacy, and community. Successful completion of this course provides students with the background needed to frame complex problems and address them systemically in order to successfully complete additional courses in the major. Students can learn more about the Department of Community Sustainability undergraduate program competencies at http://www.csus.msu.edu/undergraduate/sustainability_core. In addition, this course supports Michigan State University's Undergraduate Learning Goals of analytical thinking, cultural understanding, and integrated reasoning. More information about MSU's Undergraduate Learning Goals is available at <http://undergrad.msu.edu/msu-goals>.

COURSE EXPECTATIONS

- To learn, challenge, be challenged, have fun, and build relationships
- To strike a balance of actively listening and verbally contributing
- To attend class and remain for its entirety, which includes refraining from loading backpacks until the class time is complete (see Attendance section in Course Policies).
- To complete all readings as assigned.
- To be on time. Students who are late show disrespect to their peers and instructor.
- To attend class mentally as well as physically. Students who use their cell phones, text, listen to iPods, work on assignments for other classes or in any other way engage in activities not part of the class, may be asked to leave and will not be given credit for being present for class.
- To complete assignments with honesty and integrity (see the *Academic Integrity* section in Course Policies)

COURSE POLICIES

Class attendance – Students are expected to attend class and to be on time. Absences will be noted. If you are sick, please stay at home and get better. Though there are no “excused” or “unexcused” absences, students are encouraged to notify the instructor beforehand for anticipated absences or email the instructor as soon as possible for unexpected absences. If you miss class it is your responsibility to obtain lecture notes and assignments from a fellow student.

Participation – Student participation includes quality of verbal responses, group interaction, comments and questions, as well as attentiveness in class and in all activities. A course Facebook page will be set up and students are encouraged to participate in class or on Facebook, or, ideally, both.

Professionalism – One aim of this class is to develop the skills students need to be successful in a professional setting. Students are expected to show respect to the professor and to one another. This is demonstrated in numerous ways including being on time, giving full attention in class, engaging in discussion and problem-solving, working collaboratively in groups, and taking responsibility for learning the material. Assignments must be neat with no grammatical and spelling errors, and they must indicate a serious effort to do a good job. All students are encouraged to express their points of view and opinions in this class. Disagreement, whether it is with the professor, another student or guest speaker, is a natural part of the learning process and all present can benefit from an informed debate. However, all participants in this class are expected to be respectful of others’ opinions and professional in such discussions. Being respectful, interested, attentive, and participatory will reflect well on your grade.

Email – Electronic communication has become a critical tool in our society. For this reason, you will be required to check your **MSU-assigned email** on a daily basis. Throughout the semester, I will be corresponding with students via email and the information in these emails are considered official course communication for which students are responsible. If you regularly check a different email account than your “msu.edu” account, be sure to forward your MSU account to your other account. However, if you email me using such an account, beware that I may not receive it. MSU’s SPAM identification software often tags emails from public accounts as SPAM and I never receive them. For this reason, it is recommended that students check their MSU accounts on a daily basis and use this account for all communication with me.

Assignments – Because poor presentation can reduce the credibility of otherwise good content, all assignments must be typed / word-processed (unless otherwise specified) and presented in a professional manner. Grammar and spelling must be correct on all submitted assignments. Proof your work! If you feel you need assistance in this area, see the instructor or any of a number of university resources so that help can be provided and your grade will not be diminished. Assignments should be submitted via the dropbox on D2L.

Communication with Instructor – You are encouraged to ask questions in and/or outside of class. If you would like to communicate with the instructor anonymously, simply leave an unsigned note in my mailbox in the faculty mailroom (Natural Resources Building Rm. 151). Your suggestions and comments about the class structure, content, and rigor are welcome. You can leave a voice mail or e-mail message for me 24 hours a day. (Phone 432-0295; e-mail mccoleda@msu.edu)

Accommodations

If you need accommodations in this class related to a disability or religious holidays, please make an appointment with me to discuss as soon as possible.

COURSE POLICIES (CONT.)

Academic Integrity

Article 2.III.B.2 of the Academic Freedom Report states: “The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards.” In addition, the Department of Sustainability adheres to the policies on academic honesty specified in General Student Regulation 1.0, *Protection of Scholarship and Grades*; the all-University Policy on *Integrity of Scholarship and Grades*; and Ordinance 17.00, Examinations.

Therefore, unless authorized by your instructor, you are expected to complete all course assignments, including homework, lab work, quizzes, tests and exams, without assistance from any source. You are expected to develop original work for this course; therefore, you may not submit course work you completed for another course to satisfy the requirements for this course. Also, you are not authorized to use the www.allmsu.com Web site to complete any course work in this course. Students who violate MSU regulations on Protection of Scholarship and Grades will receive a failing grade in the course or on the assignment.

Faculty are required to report all instances in which a penalty grade is given for academic dishonesty. Students reported for academic dishonesty are required to take an online course about the integrity of scholarship and grades. A hold will be placed on the student's account until such time as the student completes the course. This course is overseen by the Associate Provost for Undergraduate Education.

Consistent with MSU's efforts to enhance student learning, foster honesty, and maintain integrity in our academic processes, instructors may use a tool called Turnitin to compare a student's work with multiple sources. The tool compares each student's work with an extensive database of prior publications and papers, providing links to possible matches and a 'similarity score'. The tool does not determine whether plagiarism has occurred or not. Instead, the instructor must make a complete assessment and judge the originality of the student's work. All submissions to this course may be checked using this tool.

If requested by the instructor, students should submit papers to Turnitin Dropboxes without identifying information included in the paper (e.g. name or student number). The system will automatically show this info to faculty in your course when viewing the submission, but the information will not be retained by Turnitin.

ASSIGNMENTS

Reflection Papers

Due throughout the semester

Over the course of the semester, at least eight opportunities will be given for students to write a 1-2 page reflection paper related to the reading due on that day. Each paper will be worth 50 points and students must complete six of these. Because the point of this assignment is to ensure students complete the readings in time for class, **late papers will not be accepted.**

Social Enterprise Topic Presentation

Due on the day for which you sign up

This assignment will give the class a chance to be briefly introduced to a number of different topics related to social enterprise and entrepreneurship that might not otherwise be covered in the course. Working in groups of three, students will choose a topic related to social enterprise and give a short presentation to the class. Presentations should be about 10 minutes long and then will have time for questions. Presentations that are shorter than 8 minutes or longer than 13 minutes will be penalized. After the presentation, groups should be prepared to answer questions for 5 minutes. Please note: Although each student in the group must participate equally in the preparation of the presentation, not all must actually present. Sometimes it is better to have just one student present for the group. The contribution of group members will be based on the peer evaluations each student must complete.

The format of the presentations will vary based on the topic chosen, but groups should plan the content of the presentation so that the audience will have a basic understanding of their topic and the most important issues/subtopics related to it. A list of possible topics is available on D2L, but students should feel free to select another topic of interest. All topics should be cleared with the professor and will be approved on a "first-come first-serve" basis (no two groups can do the same topic).

Financial Statements Exercise

Due on April 4

The purpose of this assignment is to make sure you understand the main principles of basic financial statements as well as how to read and create them. For this assignment we will use the examples from the reading as templates for the financial statements. In other words, your financial statements should look similar to the ones in the book (different numbers and names obviously). Each student will create these financial statements for the same imaginary company (this assignment does NOT involve your business). You will need to use Excel for this assignment. If you are not familiar with Excel, please make arrangements in advance to get help for this assignment. *See assignment sheet for more information.*

Business Plan

Due on May 1

For this assignment, groups will complete a Business plan for an imaginary business or non-profit organization. The purpose of this assignment is for students to better understand some of the important concepts entrepreneurs must think about when forming a new enterprise. Although an actual business plan is much more expansive and detailed than this, it will give a head start on a business plan for those students who are actually interested in becoming entrepreneurs. Be sure to make your business plan look very professional. What you turn in should not look like a course assignment, but rather a professional document you would submit to a bank or investor to apply for a loan. It should also not look like a term paper. Business plans are formatted with clearly identified sections and subsections, and sometimes bullet points. See the assignment sheet for detailed information about this assignment.

COURSE EVALUATION

Assignments & Grading	Points
Social Enterprise Presentation	150
Financial Statements Assignment	250
Business Plan	300
Reflection Papers (50 pts. each)	300
Total Possible Points	1,000

Points	Grade
920 – 1,000 =	4.0
870 – 919 =	3.5
830 – 869 =	3.0
770 – 829 =	2.5
670 – 729 =	1.5
630 – 669 =	1.0
< 630 =	0

DEFINITION OF GRADES:

Because much of grading is subjective and every professor is different, I offer the following definitions of grades that will guide my grading decisions:

- 4.0:** Outstanding achievement that significantly exceeds standards.
- 3.0:** Commendable achievement that exceeds standards.
- 2.0:** Acceptable achievement that meets standards in all aspects.
- 1.0:** Achievement that is worthy of credit even though it fails to fully meet the course requirements.
- 0.0:** Failing: and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an incomplete.

CLASS SCHEDULE

*** Please note that the schedule is likely to change ***

Readings should be completed by the date in which they appear on the schedule.

Day	Date		DUE
January			
TU	10	Intro to Social Entrepreneurship	
TH	12	Intro to Social Entrepreneurship	Readings 1 & 2*
TU	17	Importance of Missions	Reading 3*
TH	19	Creative Problem Solving	
TU	24	Creative Problem Solving	
TH	26	Entrepreneurship	Reading #16* & Online Quiz
TU	31	Guest Speaker: Julie Taiber – Dolci Italian Bakery	
February			
TH	2	The Experience Economy	Reading 4*
TU	7	Placemaking	Reading 5
TH	9	Third Places	Reading 6*
TU	14	Marketing: Market Segmentation	Reading 7
TH	16	Marketing: Product	Reading 8
TU	21	Marketing: Place	
TH	23	Marketing: Pricing	
TU	28	Marketing: Promotion	
March			
TH	2	Marketing: Consumer Habits (Target)	Reading 10*
TU	7	Spring Break	
TH	9	Spring Break	
TU	14	Funding a Startup	Reading 9
TH	16	Guest Speaker: Rick Schmitt - Stormcloud	
TU	21	Financial Statements	Reading 12
TH	23	Financial Statements	
TU	28	Financial Statements	
TH	30		
April			
TU	4	Business Structures	Reading 11; Financial Statements Assignment due
TH	6		
TU	10	Guest Speaker: Susan Gordon – Mission Throttle	SBA Website
TH	12	Human Resources Management	Reading 13*
TU	18	Managing Volunteers	Reading 14*
TH	19	Presentations	
TU	24	Legal Issues	Reading 15
TH	26	TBD	
May			
MO	1	Final Exam Period: 12:45 – 2:45	Mini-Business Plan Due