

THE UNIVERSITY OF TEXAS AT AUSTIN

SIGNATURE COURSE

SOCIAL ENTREPRENEURSHIP: STARTING A BUSINESS FOR SOCIAL CHANGE

Course Number: UGS 302

Instructor: Dr. Dorie Gilbert

Office Hours: T/TH 11:00-12:00/By APPT

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TA:

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I. COURSE DESCRIPTION:

From TOM'S shoes to Food Recovery Network, social entrepreneurs are taking concrete steps to make the world a better place. This course explores the processes that can be applied to launch a successful entrepreneurial venture for social change.

Students of today's millennial generation want to change the world. The course allows students to examine local, regional and global problems and then work as a team to develop innovative entrepreneurial solutions driven by sound business models with the potential to create positive social change.

II. COURSE OBJECTIVES

By the end of this course students will demonstrate:

1. Ability to engage in complex analysis of social entrepreneurship models and the major social and global issues they address.
2. Ability to analyze the efforts to explore and solve local, regional, and global social issues through entrepreneurship ventures.
3. Ability to identify "opportunities" in the social responsibility sector that present avenues for social entrepreneurship, learn to apply entrepreneurial processes and develop a business plan to positively address those opportunities based on Osterwalder and Pigneur's Business Model Canvas approach.
4. Ability to articulate social entrepreneurship concepts and key elements of social entrepreneurship ventures through written and oral communication, and, more specifically, to practice public speaking through effectively delivering a business "pitch".
5. Ability to engage in effective teamwork with an interdisciplinary team of co-creators.

III. Required Text:

Bornstein, David. (2007). *How to change the world: Social entrepreneurs and the power of new ideas*. Oxford University Press: NY.

Osterwalder, Alex and Pigneur, Yves. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley: Hoboken, N.J.

TEACHING METHODS

According to my teaching philosophy, each student is an active and responsible participant in his/her learning, and knowledge acquisition is built on study, reflection, dialog, and action. I encourage students to be changemakers.

This class will involve interactive discussions, readings, films, guest lectures, networking with local social entrepreneurs, and site visits to various businesses and organizations.

IV. Course Outline/Agenda: (Professor may modify as necessary to maximize student learning)

DATE	TOPICS	READING ASSIGNMENTS/ACTIVITIES	What's Due
Week 1 Aug 27	Introductions	Overview of Syllabus	
Week 2 Sept 1 Sept 3	Defining Social Entrepreneurship	What Exactly Is a Social Entrepreneur? <i>New York Times</i> , August 16, 2010	Readings Week 2 Due Sept 3: Reflection #1:
Week 3 Sept 8 Sept 10	What motivates social entrepreneurs?	Panel Discussion: Food Recovery Network and Freshmen Founders	 Due Sept 10: Reflection #2
Week 4 Sept 15 Sept 17	Qualities of Successful Social Entrepreneurs	Selected chapters: How to change the world: Social entrepreneurs and the power of new ideas Defining Social Problems	 Due Sept 17: Reflection #3
Week 5 Sept 22 Sept 24	Social entrepreneurial opportunity frameworks	Information Literacy with Cindy Fisher, UGS Course Librarian PCL Learning Lab 4, room 2.358 Researching your problem statement, market and competition	Sept 21 st or 22 nd : Attend University Lecture Series (http://www.utexas.edu/ugs/uls) Due Sept 24: Paper #1
Week 6 Sept 29 Oct 1	Qualities of SE	Presentations: Selected Social Entrepreneurs	 Due Oct 1: Paper #2
Week 7 Oct 6 Oct 8	Steps and Strategies for Social Entrepreneurship	Definition of a business model: 9 Building Blocks	 Due Oct 8: Reflection #4
Week 8 Oct 13 Oct 15	Business Model Canvas	Business Model Generation: Part 1 Site Visit: Rackspace, Capital Factory or Center 61	 Due Oct 15: Reflection #5

Week 9 Oct 20 Oct 22	Business Model Canvas	Business Model Generation: Part 2	Due Oct 22: Reflection #6
Week 10 Oct 27 Oct 29	Business Model Canvas	Business Model Generation: Part 3 Information Literacy with Cindy Fisher, UGS Course Librarian PCL Learning Lab 4, room 2.358	Due Oct 29: Reflection #7
Week 11 Nov 3 Nov 5	Next Steps in Social Entrepreneurship	Students work in groups on finalizing their business model and segments of Paper #3 Peer feedback on segments of Paper #3	Due Nov 5: Reflection #8
Week 12 Nov 10 Nov 12	The Elevator Speech	Students practice presenting their pitch and receive feedback.	Due Nov 12: Reflection #9
Week 13 Nov 17 Nov 19	Pitch Practice	Students practice presenting their pitch and receive feedback.	Due Nov 19: Draft of Paper #3
Week 14 Nov 24 Nov 26	Pitch Practice Thanksgiving Break	Students practice presenting their pitch and receive feedback from professionals in the community.	
Week 15 Dec 1 Dec 3	Pitch Presentation Course Wrap-Up and Evaluation		Students present final pitch Due Dec 3: Reflection #10 Due Dec 5: Final Paper

V. Grading Policy:

Attendance, Contribution, Participation: 10%

Written Assignments (3 Papers -Total 65%): Paper #1-10%, Paper #2-15%, Paper #3-40%

Oral Presentations: 15% (each is worth 7.5%)

Reflection Assignments: 10% (instructions provided on weekly basis)

Grading Scale: 100 - 94 = A 93 - 90 = A- 89 - 87 = B+ 86 - 84 = B 83 - 80 = B- 79 - 77 = C+ 76 - 74 = C
73 - 70 = C- 69 - 67 = D+ 66 - 64 = D 63 - 60 = D- 59 and below = F

VI. CORE OBJECTIVES:

Social Responsibility - this course will apply frameworks from multiple fields specifically to social issues and the idea of starting a business to address social change. Students will explore and identify "opportunities" in the social responsibility sector that present opportunities for social entrepreneurship and learn to apply entrepreneurial processes in order to positively address those opportunities.

VII. SIGNATURE COURSE MISSION & COURSE ESSENTIALS

The Signature Courses at the University of Texas at Austin will connect students with distinguished faculty members in unique learning environments by way of this rigorous intellectual experience, students will develop college-level skills in research, writing, speaking and discussion through an approach that is interdisciplinary, collaborative, experiential and contemporary. This course will address the Signature Course essentials in the following ways:

Information Literacy – as a part of modeling out opportunities and resource requirements, student will be required to conduct market analysis and research to explore market size, competitor strategies, and potential obstacles to the creation of their new venture.

Gems - LBJ Library and Museum or Herb Kelleher Center for Entrepreneurship ---we will investigate highly valued resources on UT campus which support entrepreneurship mindsets.

Writing – Students will write three papers during the course.

Paper #1 worth 10%, one page response to one of the two University Lecture Series talks – September 21st and September 22nd (<http://www.utexas.edu/ugs/uls>)

Paper #2 worth 15%, 6-page paper, APA format

1. Students will identify two social entrepreneurs they admire and explain why. Discuss their background, the problem they have addressed, and their path to becoming an agent of change. Reflect on how these individuals exemplify qualities of successful social entrepreneurs.

Paper #3 worth 40% , 12 page paper, with references, charts and visuals as appendices, APA format,

2. Students will identify an entrepreneurial opportunity with social impact. Students work on this paper in sections over the course of the semester toward the overall goal of developing a comprehensive business plan, including an executive summary, a discussion of the problem, proposed solution, and market analysis using the 9 key elements of the CANVAS business plan method.

Oral Presentations

1. Students will present a brief presentation on six qualities of a successful social entrepreneur based on selected stories of social entrepreneur featured in Bornstein's book, "How to change the world".

2. Students will be required to give a 10-minute pitch presentation of their entrepreneurial idea. Five- minute elevator pitch, and five minutes for Q&A from judges

University Lecture Series - Students will be required to attend one lecture and write a one-page reflection on the lecture and its application to social entrepreneurship.

SIGNATURE COURSES (Core Component 090)

This course fulfills three hours of the component area option of the university core curriculum and addresses three of the core objectives established by the Texas Higher Education Coordinating Board: communication skills, critical thinking skills, and one additional objective: social responsibility