



# Business Administration

Course Number:	<b>BUAD 309</b>
Course Title:	<b>SOCIAL ENTREPRENEURSHIP</b>
Credits:	3
Calendar Description:	Organizations that focus their product or service on sustaining and developing their communities are increasing in number. These organizations can take the form of non-profits, co-operatives and social enterprise businesses. This course takes a very hands-on approach to understanding and learning about the challenges that these organizations face. Through a service learning approach, class seminars and guest speakers, students will explore topics such as challenges in the non-profit sector, volunteer management, social entrepreneurship, corporate social responsibility, corporate philanthropy, and ethics. Students will be required to complete an applied community (service learning) project as a major component of the course.
Semester and Year:	<b>Winter 2016</b>
Prerequisite(s):	Minimum third-year standing, 6 credits CMNS or 6 credits ENGL
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective – BBA Management option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for BUAD 339 will require permission of the department before taking this course.
Development Date:	September 2008
Revision Date:	September 2009
Chair's Approval:	

**Professors**

Name	Phone number	Office	Email
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**Learning Outcomes**

Upon completion of this course students will be able to

- demonstrate learning beyond the classroom and into the community by completing a service-based project that seeks to foster civic values and engagement.
- develop skills and values associated with teamwork, community involvement and citizenship through working with a client and in group activities.
- analyze complex problems in multifaceted settings by completing a service based project
- showcase decision-making strategies which incorporate perspectives of external stakeholders and business ethics through working with organizations and clients on real life projects and issues.
- apply critical thinking skills through the process of course readings, group facilitation, client interaction and project completion.
- discuss the meaning of civic participation by the learner, and the effects on themselves and their community through reflection activities in journals, class discussions and course assignments.

**Course Objectives**

This course will cover the following content:

- Volunteer management
- Service learning
- Non-profit and charitable sector
- Corporate social responsibility
- Stakeholder management
- Corporate philanthropy
- Social marketing
- Social enterprise
- Social entrepreneurship
- Ethics and values

**Evaluation Procedure**

Service Project*	
Service Project Proposal.....	5%
Service Project.....	35%
Service Project Presentation.....	<u>10%</u>
Total Project.....	<u>50%</u>
In-class Exam* .....	20%
Team Assignment* .....	10%
Participation	
In-class Participation.....	7%
Online Journal.....	10%
Class Blog.....	<u>3%</u>
Total Participation.....	<u>20%</u>
Total.....	<b>100%</b>

**Notes**

\*The “Team Assignment” is the only mandatory course activity that has to be performed in a team. The Service Project can be completed individually or in a team of two. Students must pass the In-Class Exam (50% minimum grade) in order to pass the course.

Organizations that focus their product or service on sustaining and developing their communities are increasing in number. These organizations can take the form of non-profits, cooperatives and social enterprise businesses.

Changing community demographics and decreases in funding by social service ministries have necessitated that communities look to local organizations and businesses to solve local problems. Organizations both in the non-profit and business sectors have stepped in to fill gaps that rapid growth and development, globalization and changing technology have created for small and large communities.

This course will introduce students to different social purpose organizations. Students will explore the challenges of managing double or sometimes triple bottom lines as directors and entrepreneurs try to balance profit / sustainability and social consciousness with organizational effectiveness.

While students will have many opportunities to learn from guest speakers, seminar style in-class presentations, and an online journal, a service-learning project will form the largest component of their assessment for the course. Service-learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities; it combines SERVICE with LEARNING in intentional ways. Service-learning is a form of experiential education where learning occurs through a cycle of action and reflection as students work with others through a process of applying what they are learning to community problems and, at the same time, reflecting upon their experience as they seek to achieve real objectives for the community and deeper understanding and skills for themselves.

**Required Texts/Resources**

Barry, Ben. (2007). *Fashioning Reality: A New Generation of Entrepreneurship*. Toronto: Key Porter Books Limited, **OR**

Wood, John. (2006). *Leaving Microsoft to Change the World*. New York: Harper Collins Publishers. **OR**

Poon Tip, Bruce. (2014). *Looptail: How One company Changed the World by Reinventing Business*. Grand Central Publishing.

Course Pack of **required readings** covering a range of topics relevant to the objectives of the course.

Course Schedule

Date		Topic & Readings	Tasks
Week of:			
Jan	4	Course Introduction, Project Discussion Volunteer Management Readings ( <u>Ellis &amp; Volunteer Canada, p 1-8</u> )	Review Projects On-line
	11	Service Learning, Project Discussion Readings ( <u>Godfrey, Illes &amp; Berry &amp; Papamarcos, pp 9-35</u> )	Project Selection and Approval <b>Complete Pre-Survey Jan 17</b> SE Video Groups Formed
	18	Introduction to Social Entrepreneurship Readings ( <u>Myrah &amp; Dees, pp 36-61</u> ). Course Text discussion.	Project Discussions Meet with Organizations <b>Journal post (1) due Jan 24</b>
	25	Non-Profit Sector & Social Marketing Readings ( <u>Boschee &amp; Canadian Newswire, pp. 62-77</u> )	<b>Group 1 SE Discussion</b> <b>Project Proposal Due</b> Class Blog Discussion
Feb	1	Social Enterprise ( <u>Craig Keilburger Ivey Case, Readings Myrah &amp; Picco, Valentine, Crossan &amp; Reno, &amp; Valentine, pp. 143-268</u> )	<b>Group 2 SE Discussion</b> <u>Project Update to Class</u> Class Blog Discussion <b>Journal post (2) due Feb 7</b>
	8 - 12	READING BREAK	No Classes
	15	Social Entrepreneurship Readings ( <u>Martin &amp; Osberg, Myrah &amp; Odinsky-Zec, pp. 92-142</u> ) Class Text Discussion	<b>Group 3 SE Discussion</b> <b>Journal post (3) due Feb 21</b>
	22	Corporate Social Responsibility Readings ( <u>Myrah, Wilkinson &amp; Manziuk, Fall/Summer, &amp; Marjo, pp. 78-91</u> )	<b>Group 4 SE Discussion</b> Project Updates to Class
	29	Field Trip Exam Review Prep	<b>Journal post (4) due March 6</b>
Mar	7	Social Entrepreneurship Exam and Class Text discussion Social Innovation Readings ( <u>Gates, Porter &amp; Kramer, pp. 269-290</u> )	Class Blog Discussion
	14	<b>In-Class Exam</b>	<b>Group 5 SE Discussion</b> <b>Journal post (5) due March 20</b>
	21	School Closed for Easter Friday	No class this week
	28	<b>Presentations to Clients</b>	Class Blog Discussion
Apr	4	<b>Presentations to Clients</b>	<b>Self-Assessment Due</b> <b>Journal post (6) due April 10</b>
Apr	15 - 23	Final Exam Period (No Final Exam) <b>Final Projects due April 12 at 2pm</b>	<b>Complete Post Survey April 10</b>

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.