Business Administration

Course Number:	**BUAD 309**
Course Title:	**SOCIAL ENTREPRENEURSHIP**
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:	**WINTER 2021**
Prerequisite(s):	Minimum third-year standing, 6 credits CMNS or ENGL or 3 of each
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.
Originally Developed:	September 2008
EDCO Approval:	September 2009
Chair's Approval:	

Professors

Name	Phone number	Office	Email
Dr. Kyleen Myrah	**250-762-5445 ext. 4678**	**Email contact only**	**kmyrah@okanagan.bc.ca**

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(1)		
Service Project Proposal	5%	
Service Project	30%(2)	
Service Project Presentations	10%	
Total Project		45%
Course Exam(3)		
Term Exam	30%	
Total Exams		30%
Participation(4)		
Online Blog	10%	
Online Journal	10%(5)	
Online Participation	5%	
Total Participation		25%
Total		**100%**

Notes:
(1) The "Service Project" can be completed individually or in small teams (2-4). Students will participate in a live social enterprise (case study) project which will be posted in Moodle and presented by the community partner early in the semester. See assignment details on Moodle.
(2) The Service Project assignment will consist of a midway feedback presentation worth 5% and the final report worth 25% for a combined total of 30%.
(3) The course exam will cover the course readings, course text, class discussions and learning activities throughout the semester. See professor for additional details and exam format.
(4) Participation is broken into 3 components: blogging about the course text and responding to other blogs; online journal completion; and online participation throughout the course term (and may include a peer assessment component if the service project was completed in teams). See assignment details on Moodle
(5) Journal format requires 4 in-depth journal entries throughout the course covering specific materials and activities. See assignment details on Moodle
- Late submissions will have a 10% penalty deduction per day, for a maximum of 5 days (assignments will not accepted after this point unless there are exceptional circumstances which are to be discussed directly with your professor).

Required Texts/Resources

- Braun, A. (2014). The promise of a pencil: How an ordinary person can create extraordinary change. New York: GoodPenny Ventures LLC
- A series of weekly readings, cases, and blogs – see course schedule on the next page

You can access the link to the course text and readings in Moodle under the "Course Materials – Class Text and Readings" tab. A Talis list has been set up which allows for online access 24/7 at no cost to the student, as long as you are signed into Moodle.

Course Schedule

2021 Week of		Readings and Course Text can be accessed through Talis list under "Course Materials" tab in Moodle	**Bold** indicates assignment due
Date		**Topic & Readings**	**Tasks**
Jan	11	*Course Overview, Introduction to Social Entrepreneurship (SE)* Reading (Dees, 2001)	Review of Course Assignments
Jan	18	*Introduction to Social Entrepreneurship Cont'd* Promise of a Pencil Chapters 1-5 (Bryant, 2014) *Service Learning*, Reading (Godfrey, Illes & Berry)	Class Forum Activity (Homelessness 101) on Moodle under Class Activities
Jan	25	*Introduction to Social Entrepreneurship Cont'd* Mission Possible Case Promise of a Pencil Chapters 6-15 (Bryant, 2014)	Project Discussion **Journal post (1) Due**
Feb	1	*Introduction to SE Models,* Blog article (Viani, 2018) Reading (Social Business Model Canvas, 2018)	Project Selection **Class blogs due (chps 1-15)**
Feb	8	*Introduction to SE Models Cont'd* Reading (Myrah & Odinsky-Zec, 2013)	**Project Proposal Due**
Feb	15	**READING BREAK**	**NO CLASS**
Feb	22	Continuation of SE Models Community of Practice Session (class & community partner updates) Promise of a Pencil Chapters 16-22 (Bryant, 2014)	**Journal post (2) Due**
Mar	1	*Introduction to Hybrid Models* Reading (Battilana, Lee, Walker & Dorsey, 2012)	**Movie Day: The New Breed**
Mar	8	*Corporate Social Responsibility* Readings (Myrah, Wilkinson & Manziuk, 2012, Fall; Summer) Promise of a Pencil Chapters 23-30 (Bryant, 2014)	**Class blogs due (chps 16-30)**
Mar	15	Midway Feedback Session	**Journal post (3) Due**
Mar	22	Exam & Community Partner Presentation Prep Howard Industries Case (Myrah, Rempel & Warner, 2017)	**Class blog replies deadline**
Mar	29	**Term Exam**	
Apr	5	**EASTER MONDAY**	**NO CLASS**
Apr	12	**Community Partner Presentations** Course Wrap Up No final exam in Buad 309	**Self & Peer Assessment Due** **Journal post (4) Due** **Project Report due April 15**

SKILLS ACROSS THE BUSINESS CURRICULUM

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

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. 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, 6th 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.