Maribeth Towers

STGY 640.13
SOCIAL ENTREPRENEURSHIP

SPRING, 2011
SESSION B

WEDNESDAY MORNINGS
8:00 AM – 12:00 PM

MALIBU CAMPUS

SYLLABUS
Social Entrepreneurship  
STGY 640.13  
Spring, 2011  
Wednesdays, 8:00 AM – 12:00 PM

Course Professor: Maribeth Towers  
Email: maribeth.towers@pepperdine.edu  
Cell Phone: (818) 422 – 3844

Course Description

This course explores the role of the social entrepreneur in positively impacting socially responsible organizations that are concerned with improving economic, educational, healthcare and cultural institutions. This course also provides the opportunity to apply the business knowledge and skills acquired in previous core courses in an integrative fashion while emphasizing the development of values-centered leadership skills. Students complete a Social Entrepreneurship Project that is a consulting report in the form of business plans, marketing plans, organizational development recommendations and financial reports. Students learn to integrate knowledge from all functional areas of business and to apply those skills to complex business problems arising out of changing technology, competitive market conditions, social change and governmental reports as well as an analysis of project management skills demonstrated by the student teams while working with social enterprises.

In addition to the Social Entrepreneurship Project, students will also learn theories and techniques for managing consulting projects. Students will perform an organizational analysis as part of their Social Entrepreneurship Projects.

Course Objectives and Learning Approach: STGY 640.13 Social Entrepreneurship utilizes a unique format that goes beyond traditional class structure to combine regular class sessions with client and team interactions on a major project – assisting real social enterprise clients with challenging business problems. The major project is called the Social Entrepreneurship Project. Course materials and guest speakers will provide knowledge on how to manage the consulting process. After completing this course, you will have developed:

1. A deeper understanding of the growing demand for business leaders equipped with management skills for social enterprises.
2. Client management skills for creating value within an organization.
3. An introduction to the key elements of social entrepreneurship.
4. Project management skills for implementing complex consulting projects.
5. Social enterprise management experience.
6. First-hand management level consulting experience that can be featured in your resume and discussed during job interviews.
7. The satisfaction that accompanies helping those in need and making this world a better place.
8. Further development of ethical skills and practices that lead to being a values-centered business leader with a well-defined moral compass.
**Texts and Course Materials:**

**Required Texts:**


**Articles:**

**Participant Responsibilities and Performance Evaluation:** A point system is used to determine grades for this course. Evaluations generally are intended to indicate how your work in the class corresponds to what is considered to be exceptional, acceptable, and unacceptable consulting practices in a successful social enterprise.

**Grade Point Breakdown:**

**Overall Course Teamwork:** 50
- Role facilitating team formation and coordination (10)
- Ability to impact your team’s effectiveness (10)
- Role in sharing ideas and insights with other teams (15)
- Time management skills demonstrated (15)

**Social Entrepreneurship Project (SEP):** 300

Project Teamwork – 30:
- Peer evaluation (20)
- Professor evaluation (10)

Final presentation – 100:
- Overall quality (10)
- Executive Summary (20)
- Consistency with Project Definition Document (20)
- Content (25)
- Style/Communication Clarity (25)

Client Evaluation – 100:
- Quality of final deliverable (50)
- Interaction throughout consulting process (50)

Written documents (50)
- Organizational Analysis (20)
Grade Point Breakdown, cont.

Bornstein Papers                   50

Class Participation                 100
Book and article discussions (30)
Guest participant questions (20)
Focus during class sessions, e.g., no blackberry, no phone, arriving on time, etc. (50)

Total                       500

Attendance Policy:
Central to this class is an applied project working directly with clients from social enterprises. Attendance is expected for all 7 class sessions. Students that need to miss part or all of a session should contact the professor directly in advance to discuss the anticipated absence. Students who miss part or all of a class are subject to significant point reductions.

Conduct:
This course may require electronic submission of essays, papers, or other written projects through the plagiarism detection service Turnitin (http://www.turnitin.com). Turnitin is an online plagiarism detection service that conducts textual similarity reviews of submitted papers. When papers are submitted to Turnitin, the service will retain a copy of the submitted work in the Turnitin database for the sole purpose of detecting plagiarism in future submitted works. Students retain copyright on their original course work. The use of Turnitin is subject to the Terms of Use agreement posted on the Turnitin.com website. You may request, in writing, to not have your papers submitted through Turnitin. If you choose to opt-out of the Turnitin submission process, you will need to provide additional research documentation and attach additional materials (to be clarified by the instructor) to help the instructor assess the originality of your work.

The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

Conduct, cont.:

- Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or identification.
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or any of the approved activities.
Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

- **Dismissal** – separation of the student from the University on a permanent basis.
- **Suspension** – separation of the student from the University for a specified length of time.
- **Probation** – status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.”

**Policy on Disabilities:**

**Assistance for Students with Disabilities**

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: [http://www.pepperdine.edu/disabilityservices/](http://www.pepperdine.edu/disabilityservices/).
## Class Schedule and Assignments:

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Preparation</th>
<th>Deliverables Due</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Class intro</td>
<td>Student introduction – be prepared to give a brief oral introduction</td>
<td>Draft of Project Definition Document as defined in sections 1.1 – 1.4 of the Project Management Manual (by end of class)</td>
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<td>Social Entrepreneurship Project (SEP) client orientation and presentation</td>
<td>Syllabus - review</td>
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<td>Teams formed, projects assigned, draft Project Definition Documents prepared</td>
<td>Project Management Manual – skim entire document; read carefully pages 1-17 &amp; 37 – 41</td>
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<td>Bornstein discussion</td>
<td>Bornstein: Social Entrepreneurship, Part One</td>
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<td>Week 2</td>
<td>Client site visit</td>
<td>Final Project Definition Document for presentation to client</td>
<td>Final Project Definition Document</td>
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<td>Present Project Definition Documents</td>
<td>Project Management Manual – read pages 18-32</td>
<td>Draft Project Plan as defined in sections 2.1 – 2.5 of the Project Management Manual</td>
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<td>Prepare Project Plans</td>
<td>Bornstein: Social Entrepreneurship, Part Two</td>
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<td></td>
<td>Gather information for Organization Analyses</td>
<td>Read “Consulting is More than Giving Advice”</td>
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<td>Week 3</td>
<td>Present Final Project Plans and first SEP team status reports</td>
<td>Project Management Manual – read pages 33–35.</td>
<td>Final Project Plan</td>
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<td>Bornstein discussion</td>
<td>Collect status</td>
<td>Status report as defined in sections 3.1-3.2 of the Project Management Manual</td>
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<td>Managing difficult issues in social enterprise consulting</td>
<td>Bornstein: Social Entrepreneurship, Part Three</td>
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<td>Class time to work on SEPs</td>
<td>Read “Consulting is More than Giving Advice”</td>
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<td>Week 4</td>
<td>SEP team status reports</td>
<td>Collect status</td>
<td>Status report</td>
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<td>Bornstein discussion</td>
<td>The Aid Trap, chapters 1-2</td>
<td>Bornstein paper 1</td>
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<td>Class time to work on SEPs</td>
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<td>Week 5</td>
<td>SEP team status reports</td>
<td>Collect status</td>
<td>Status report</td>
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<td>Bornstein discussion</td>
<td>The Aid Trap, chapters 3-4</td>
<td>Bornstein paper 2</td>
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<td>Class time to work on SEPs</td>
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<td>Week 6</td>
<td>Dress rehearsal for final SEP presentations, including project close-out findings</td>
<td>Draft of final SEP presentations and Organizational Analysis</td>
<td>Draft SEP presentation</td>
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<td>Coordination of Organizational Analyses</td>
<td>Project Management Manual – read pages 35-36</td>
<td>Project close-out as defined in section 3.3 of the Project Management Manual</td>
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<td>Bornstein discussion</td>
<td>The Aid Trap, chapters 5-6</td>
<td>Organizational Analyses</td>
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<td>Class time to work on SEPs</td>
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<td>Bornstein prep</td>
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<tr>
<td>Week 7</td>
<td>Presentations of SEPs and Organizational Analysis to client</td>
<td>Prepare final SEP presentations and Organizational Analysis</td>
<td>Presentation materials – digital &amp; hard copy</td>
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