

University of Alberta
School of Business
SMO 488/686

Social Entrepreneurship, Social Enterprise & Corporate Social Responsibility

(Citizen Sector – Entrepreneurship, Innovation and Society)

updated January 9, 2010

Winter Term: January 6th– April 7th, 2010
Wednesdays 18:30–21:30
Classroom Bus 4-05

488 LEC X5 - CRSE ID 008286 - CLASS # 18155
686 LEC X6 - CRSE ID 008328 - CLASS # 18156

Note: This Course is eligible to be included as part of the 12-credit Community Service Learning (CSL) Certificate Program.

Instructors

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COURSE OVERVIEW

This course offers a practical introduction to social entrepreneurship (SE) and involves entrepreneurship, innovation, society and corporate social responsibility (CSR) issues. The course will focus on key concepts in the still emerging field of social entrepreneurship & social enterprise, including organizational learning, sustainability, philanthropy, commercialization, profit and nonprofit development. It will also present cases that illustrate these concepts in practical contexts.

Due to consumer pressure and changing interests, corporate social responsibility has become ever more important for companies around the world. The relationship a business has with both government and the larger public has become integral to its success, reputation and day-to-day working. Students who take this course will be better equipped with ideas and skills to play a future role in shaping socially responsible businesses, and helping to infuse non-profit organizations with a spirit of social innovation as well as knowledge to potentially assist in influencing future government actions.

COURSE OBJECTIVES

To introduce students to the spectrum between Social Entrepreneurship and Corporate Social Responsibility, and provide them with an understanding and practical knowledge in those fields.

To provide students with an understanding of the recent trends in Social Entrepreneurship and Corporate Social Responsibility.

To equip students to be more effective in their entrepreneurial pursuits, by building their practical knowledge of the alternative strategies for turning good social ideas into viable and effective ventures.

To engage students in a joint learning process to develop a better understanding of these still emerging fields, by utilizing resources at the University of Alberta and the larger community with regards to classes, speakers, case studies, course papers and projects.

OUR EXPECTATIONS OF YOU

In this class we (Mark Anielski, Gary McPherson, & Omar Yaqub) expect you to fully participate with your mind, heart and spirit, in dialogue,

debate and learning from each other about a wide range of topics that will stretch your intellectual limits as a business student, a university student or simply as a person who is interested in the course subject. To this end, we expect you to attend each and every class, unless there are unusual circumstances that prevent you from attending. We expect you to read course materials in advance of the class; most will be available on the course website.

Mark, Gary, and Omar are always available to discuss any issues, concerns or problems you may be having with the course. Please email us and we will try and respond to your needs as soon as we can. If you feel frustrated or critical of some aspect of the class we encourage you to please share your thoughts and feelings with us, so that the necessary improvements to the course can be made. We are open and flexible; our goal is to ensure you have an enjoyable and worthwhile educational learning experience. Our expectation is that we will all learn from each other and have fun in the process. We sincerely desire that you will leave this class with a sense of optimism and hope for your career and life

COURSE MATERIAL

A course reading/resource list is included in a separate document “Reading List 2010”. Please refer to this reading list and look for additional articles/materials on the course website.

Required textbook is Mark Anielski (2007); *The Economics of Happiness: Building Genuine Wealth* published by New Society Publishers. This book is available for \$15 from the author and instructor, Mark Anielski.

COURSE REQUIREMENTS

1. Assigned meetings in course project groups (2-4 students) or individually with one of the professors.
2. Students are expected to come to class prepared, and be able to discuss the assigned readings in depth.
3. Students are required to complete, either individually or in small project working groups, (ideally two persons) a project in the form of a final paper and class presentation. See specified documents for an overview of the project requirements.
4. Most important is class attendance as well as student participation in debate and in preparation for classroom discussions. You are expected to read related materials for each day of class, and come prepared to discuss and debate issues related to the readings.
5. Full attendance is encouraged (and expected) since you will benefit from participating in the dialogue. If for any reason you expect to be absent, please contact the instructors by email or phone at least 24 hours in advance of the class.

EVALUATION

Class engagement

35%

This will be judged via ability to participate in Socratic method discussions based on random selection during class lectures.

Ethical dilemma paper

15%

Description will be given in class.

Final Term Project

10%+40%

= 50%

Your final project will need to be a business idea that generates revenue or reduces dependency on traditional funding sources while helping to alleviate a social or environmental problem.

The final term project will be a group assignment consisting of both an oral and Powerpoint presentation (10%) and written component (40%). A Course Project outline is due (with a clearly defined mission, set of goals & desired outcomes) two days before the February 3rd class, that is, on February 1, 2010 before. Please send your proposals to all of the instructors. Students may form into course project groups (2-4 people) or may act as individual agents.

By the February 3rd class you will need to be able to present an outline of the following...

1. What is your business idea about? What does it do? How will it do it?

2. Who will benefit? How will you measure and quantify these benefits?
3. What will make your idea sustainable?
4. What ethical dilemmas will you face in balancing the mission and achieving sustainability?

COURSE OUTLINE

Class 1 – January 6th

Laying the Groundwork for Social Entrepreneurship & CSR

The BIG picture: the nature of the economy and social economy; the role of business, government, the not-for-profit sector, and the environment.

6:30-7:15 pm

- Self introductions.
- Why are you interested in this course?
- An overview of the course and what to expect.
- Class discussion, questions and clarification.
- Class room mechanics, grading, the Socratic method, and classroom engagement (not attendance).
- Class Projects: What is expected?
- Potential project topics.

Lecture 7:15-8:00 pm

What is CSR? What are Social Enterprise, Social Entrepreneurship, and business 'ethics.'

8:15-9:15 CSL (Community Services Learning) Certificate Program:

- Introduction to the CSL Certificate Program by either Sara Dorow or Lorraine Woollard.
- CSL Placement Opportunities
- Christie Lavan: Alberta Council of Women's Shelters

Class 2 – January 13th

What is CSR?

Guest: Mark Albion, Founder NetImpact, Harvard University (via Skype)

Is CSR still relevant?

History of CSR

Mission Driven Businesses

The philosophy and practice behind corporate social responsibility

The balance between conceptual foundations, the practical and the applied

Descriptions & examples of SE (social entrepreneurship defined)

Description & examples of CSR

Discussion, observation and interactive session with students

Social Contracts

Stewardship and Community

Moral Purpose in Successful Change Processes

The who, what, why & where of effective social innovation and change

Guest: the Bernard Madoff Financial Fraud (New York)

Class 3 – January 20th

Double and Triple Bottom Lines

Guest: *Gordon Buchanan* on the subject of legal issues of corporate responsibility.

Measuring the triple bottom line (financial, social and environmental)

Resources: Triple Bottom Line spreadsheets produced by Bob Willard (from his book *The Sustainability Advantage*)

Class 4 – January 27th

Measuring Sustainability and SROI

Alternative Guest: Bob Willard:

How to become a Sustainability Champion

(You will watch his 54 minute DVD video prior to class: *The Sustainability Champion's Guidebook: The Presentation* 53-minute DVD is at <http://www.vimeo.com/6577486>, password "willard". As its title indicates, it covers the highlights of his latest book, *The Sustainability Champion's*

Guidebook, about how to lead the transformation of your organization toward a sustainable enterprise even if you are not the CEO.)

Guest: *Kate Quinn*, PAFFE (TBC)

What is Social Return on Investment?

How do you measure impact in the social sector? How does one compare philanthropic endeavors objectively?

Class 5 – February 3rd

The Social & Economic Continuum in Practice

Guest: Al Etmanski (Social Innovator and Founder of Planned Life Advocacy Network, Vancouver)

Description

Class 6 – February 10th

Creating a Business Plan around Social Ideas

Guest: Anna Bubel, AnotherWay

Writing a sustainability business plan.

Who (the potential customer) -- who will benefit?

What (the idea and/or concept) -- who or what is the market?

When (timing) -- when will this be made available to the market?

Why (why is it timely) -- Why now?

How -- how will the vision be accomplished?

Assigned "Business Plan" Idea(s) Presentations:

Students are expected to deliver a brief presentation (with clearly defined mission, goals, and desired outcomes) to the class on their proposed project for feedback and constructive input.

Reading Week Feb 15 – 19

Class 7 – February 24th

Sustainability & the Economy

Guest: Jesse Radies, The BluePear, Keep Edmonton Original, Eat Local

Genuine Wealth: Redesigning Capitalism and the Development of Economies of Well-being,

Class small group discussions of Assignment 2 (Social Entrepreneurship)

Lecture 7:30 - 8:00, and continued at 8:10 - 9:20 p.m.

What is the true meaning of wealth, capital, and economics?

What is “genuine wealth?” How can the Genuine Wealth model be used to assess the overall well-being and sustainability of organizations and communities?

If real wealth is the community’s human, social, natural and built capital, how should we account for its sustainability?

What are the origins of modern accounting system? Rediscovering the wisdom of Luca Pacioli, 16th Century Italian monk and mathematician, “father” of double-entry bookkeeping (accounting) in the Renaissance.

The Nature of Money and the Redesign of Capitalism

Lecture 6:30 - 7:45 p.m.

(Mark Anielski)

Where does money come from?

What is the role of banks (private and central banks) in creating money?

Money as

Alternative monetary systems of banking and currency.

Interest-free banking; Islamic banks, JAK Bank of Sweden

Creating Edmonton’s first interest-free bank

Guest presenter -- 8:00 - 9:30 p.m.

Barriers and Challenges to SE and CSR

Open conversation with our guest.

Class 8 – March 3rd

Sustainability & Business

Guests: Stephani Carter (EcoAmmo) & Andrew Gonzalez (owner, Lucid Lifestyle)

How do we make business more sustainable

What does sustainability mean?

Class 9 – March 10th

CSR and the Global Environment

Guest: Tal Dehtiar, MBAs Without Borders, Oliberte Shoes

What does it mean to be ethical when your competition is not?

Fortune at the Base of the Pyramid

Class 10 – March 17th

Skeptics

Greenwashing, whitewashing, and not washing.

Guests: Joey Hundert (entrepreneur)

Class 11 – March 24th

Bringing it all together

Where do we go from here?

Class 12 – March 31st

Student Presentations

Class 13 – April 7th

Student Presentations