Introduction to Social Entrepreneurship

Lead Instructor: Alice Layton Email: alice.layton@missioncenterl3c.com
Co-Instructors: Dr. Theresa Coble Email: coblet@umsl.edu
Virtual Office Hours: On request. Emails get prompt replies.
In-Person Office Hours: By appointment.

Course Overview
Designed and taught by a practicing social entrepreneur, this course introduces the skills, perspectives and theories that social innovators need to increase the likelihood of success in social entrepreneurial activities. With an emphasis on the application of systems and design thinking to social entrepreneurship, the class provides an overview of the fields of social innovation and social entrepreneurship with real-world examples and hands-on practice. Prior experience – or even a desire to become a social entrepreneur in the future – are not required or expected.

Required Texts
All readings are public access and available free of charge on the internet.

Time Requirements
This is a hands-on course:
→ completing fieldwork assignments
→ obtaining high marks on your weekly peer reviews and therefore
→ attendance and teamwork
are imperative to obtaining a passing grade.

Attending and participating in group activities and discussions are critical for learning in this course and are required. Students who miss more than 3 classes for any reason will not be eligible to pass the course.

Goals / Learning Objectives
Upon the completion of this course students will achieve basic competence in:
• how to approach “wicked problems” with Systems and Design Thinking
• how to apply the asset-based approach
• how to conduct customer discovery
• how to uncover revenue opportunities and develop a business model
• how to demo and present a social venture idea
• how to design a Minimum Viable Product/Program

Instructional Strategies & Technology
This course uses a range of teaching modalities including lecture, exercises, games, group discussion, co-design, traditional journal articles, YouTube videos and other multimedia, and guest lectures. Canvas, PowerPoint, videos, discussion threads, and other various social media platforms and software may be used.

Assignments and Grading
Class Participation/ Teamwork/Peer Evaluations 25%
Fieldwork: Research & Customer Discovery Assignments 30%
Weekly written reflections 15%
Midterm Presentation 15%
Final Presentation 15%

Late Assignments:
All assignments are to be handed in (hard copy, not e-mailed) at the beginning of class on the day due unless you are directed to do otherwise. Assignments that are turned in after the beginning of class will be docked one letter grade.

Grading Scale: The grade value for each letter grade is as follows:
### Course Schedule

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Class Activities</th>
<th>Assigned Reading, Viewing and/or Listening</th>
</tr>
</thead>
</table>
| 1       | 8/21  | What is Social Entrepreneurship? | Introductions & Overview of the Course  
**Lecture**: What is “social entrepreneurship?”  
**Activity**: Defining our terms  
**VIDEO**: “How to be a social entrepreneur: Andy Stoll at TEDxUIowa” 19 mins  
[https://www.youtube.com/watch?v=N8LVa9pbn8&t=953s](https://www.youtube.com/watch?v=N8LVa9pbn8&t=953s) |
| 2       | 8/28  | Systems Thinking & Innovation | **WEEKLY QUESTION FOR REFLECTION**  
**VIDEO**: “Systems thinking: a cautionary tale” 3 mins  
[https://www.youtube.com/watch?v=17BP9n6g1F0](https://www.youtube.com/watch?v=17BP9n6g1F0)  
“A Systems Story” 5 mins  
[https://www.youtube.com/watch?v=rDxOyJxgJeA](https://www.youtube.com/watch?v=rDxOyJxgJeA)  
**READING**: “Google and Combinatorial Innovation.”  
[https://www.farnamstreetblog.com/2014/10/google-and-combinatorial-innovation/](https://www.farnamstreetblog.com/2014/10/google-and-combinatorial-innovation/) |
| 3       | 9/4   | Asset Mapping | **WEEKLY QUESTION FOR REFLECTION**  
**VIDEO**: “Sacred Suds - Getting to Know Your Neighbors.” 3 mins  
[https://www.youtube.com/watch?v=2urlYfYLY-4](https://www.youtube.com/watch?v=2urlYfYLY-4)  
“A Holding Ground: The Rebirth of Dudley Street, Part 1.” 5 mins  
[https://www.youtube.com/watch?v=zUerVOi623E](https://www.youtube.com/watch?v=zUerVOi623E)  
“A Holding Ground: The Rebirth of Dudley Street, Part 2.” 12 mins  
[https://www.youtube.com/watch?v=TElaNRPBXPO](https://www.youtube.com/watch?v=TElaNRPBXPO)  
| 4       | 9/11  | Design Thinking | **WEEKLY QUESTION FOR REFLECTION**  
**VIDEO**: |
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Lecture</th>
<th>Weekly Question for Reflection</th>
</tr>
</thead>
</table>
| 9/18  | Customer Discovery Part 1 | Customer Ethnography Part 1 | EACH STUDENT:  
- 3 CUSTOMER INTERVIEWS WITH DATA SHEETS  
- 1 OBSERVATION & PARTICIPATION REPORT  
Collate your team’s findings from early customer discovery and, combined with insights from system mapping, design thinking and asset mapping, present your team’s recommendations to the entrepreneur for how to improve the venture. |
| 9/25  | MVPs | What’s an MVP? | EACH STUDENT:  
- 3 CUSTOMER INTERVIEWS WITH DATA SHEETS  
- 1 OBSERVATION & PARTICIPATION REPORT  
VIDEO  
“Job to be Done.” 9 mins  
https://www.youtube.com/watch?v=m3mVM_koAio  
Alexander Osterwalder, “Mapping Customer Pains to Value Proposition.” 5 mins  
https://www.youtube.com/watch?v=xTtvwAmjais  
READING  
“Jobs to Be Done.”  
| 10/2  | The Value Proposition | Value Proposition & “Jobs to Be Done” | EACH STUDENT:  
- 3 CUSTOMER INTERVIEWS WITH DATA SHEETS  
- 1 OBSERVATION & PARTICIPATION REPORT  
VIDEO  
“Job to be Done.” 9 mins  
https://www.youtube.com/watch?v=m3mVM_koAio  
Alexander Osterwalder, “Mapping Customer Pains to Value Proposition.” 5 mins  
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“Jobs to Be Done.”  
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<th>Weekly Question for Reflection</th>
<th>Video/Reading</th>
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<td>Date</td>
<td>Notes</td>
<td>Weekly Question for Reflection Each Student:</td>
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<td>10/30</td>
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<td>3 Customer Interviews with Data Sheets</td>
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<td>1 Observation &amp; Participation Report</td>
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<td>Video &amp; Readings TBD</td>
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<td>11/6</td>
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<td>3 Customer Interviews with Data Sheets</td>
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<td>Video &amp; Readings TBD</td>
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<td>11/13</td>
<td>TBD</td>
<td>3 Customer Interviews with Data Sheets</td>
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<td>Video &amp; Readings TBD</td>
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<td>11/20</td>
<td>No Class</td>
<td>Thanksgiving Break</td>
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<td>11/27</td>
<td>TBD</td>
<td>Work on Final Presentations</td>
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<td>12/4</td>
<td>Final Presentations</td>
<td>Work on Final Presentations</td>
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**Academic Integrity/Plagiarism:**
- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the University’s Student Conduct Code.
- Academic dishonesty is a serious offense that may lead to probation, suspension, or dismissal from the University. One form of academic dishonesty is plagiarism – the use of an author’s ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by copying information from another student. Plagiarism and cheating will not be tolerated.
- Academic dishonesty must be reported to the Office of Academic Affairs for possible action. The instructor shall make an academic judgment about the student’s grade on that work and in that course. The campus process regarding academic dishonesty is described in the “Policies” section of the Academic Affairs website: [http://www.umsl.edu/services/academic/policy/academic-dishonesty.html](http://www.umsl.edu/services/academic/policy/academic-dishonesty.html)

**Access, Disability and Communication:**
- Students who have a health condition or disability, which may require accommodations to participate effectively in this course, should contact the Disability Access Services Office. Information about your disability is confidential.
  - 144 Millennium Student Center
  - Phone: (314) 516-6554
  - Website: [http://www.umsl.edu/services/disabled/](http://www.umsl.edu/services/disabled/)
- If you have difficulty communicating in English with the instructor of this course, contact the Office of International Students and Scholar Services.
Student Support and Services:

Technical Support:
- **My Gateway (Canvas):** If you have problems logging into your online course, or an issue within the course site, please contact the **Technology Support Center**
  - Phone: (314) 516-6034
  - Email: helpdesk@umsl.edu
  - Website: [http://www.umsl.edu/technology/tsc/](http://www.umsl.edu/technology/tsc/)
- **Blackboard Collaborate:** If you have any questions regarding Collaborate, contact the **Faculty Resource Center**:
  - Phone: (314) 516-6704
  - Email: frc@umsl.edu
  - Website: [http://www.umsl.edu/technology/frc/](http://www.umsl.edu/technology/frc/)
- Outside normal office hours, you may also contact Collaborate for 24/7 assistance:
  - Phone: (877) 382-2293
  - Chat: [http://support.blackboardcollaborate.com](http://support.blackboardcollaborate.com)

Academic Support:
- **The Online Writing Lab:** At our My Gateway site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.
  - Visit the online Writing Lab page on MyGateway to submit drafts online.
  - We try to respond within 48 hours, but it may take longer, so allow ample time.
- **NetTutor:** Online tutoring in many subjects is now available through NetTutor. In your courses on MyGateway, click on Tools and select NetTutor® to log in.

Student Services:
- **The Student Retention Services** offers assistance tailored to specific student needs.
  - 225 Millennium Student Center
  - Phone: (314) 516-5300
  - Email: umsilsrs@umsl.edu