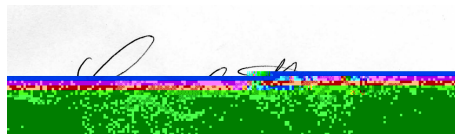




Business Administration

| | |
|-------------------------|---|
| 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: | Fall 2017 |
| 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. |
| Originally Developed: | September 2008 |
| EDCO Approval: | September 2009 |

Chair's Approval:



Professors

| | | | |
|---------------------------------------|--------------------|---------|-----------------------|
| Kyleen Myrah <i>Course Captain</i> | 250-762-5445 x4678 | K: E221 | 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* | | |
| Service Project Proposal..... | 5% | |
| Service Project..... | 35% | |
| Service Project Presentation..... | <u>10%</u> | |
| Total Project..... | | 50% |
| In-class Exam | | 25% |
| Team Assignment** | | 10% |
| Participation | | |
| In-class Participation..... | 5% | |
| Online Journal..... | <u>10%</u> | |
| Total Participation..... | | 15% |
| Total..... | | 100% |

Notes

Course Schedule

| Sep | 4-8 | College-wide Orientation Day | Classes begin Sep 6 |
|-----|-------|---|--|
| Sep | 11-15 | Course Introduction, Project Discussion Volunteer Management <u>Readings (Ellis & Volunteer Canada, p. 1-8)</u> | Review Projects On-line |
| Sep | 18-22 | Service Learning, Project Discussion <u>Readings (Godfrey, Illes & Berry & Papamarcos, p. 9-35)</u> | Complete Pre-Survey SE Video Groups Formed Project Selection and Approval |
| Sep | 25-29 | Introduction to Social Entrepreneurship <u>Readings (Myrah & Dees, p. 36-61)</u> <u>Tom's Shoes Case A, p. 74-79</u> | Journal post (1) Due Project Discussions Meet with Organizations |
| Oct | 2-6 | Intro to Social Entrepreneurship Cont'd <u>Readings (Boschee, p. 62-73).</u> <u>Tom's Shoes Case B, p. 80-85</u> <u>Mission Possible Case, p. 86-145</u> | Project Proposal Due |
| Oct | 9-13 | Thanksgiving | No classes Monday, Oct 9 |
| Oct | 16-20 | Social Enterprise Craig Kielburger Video Case | |

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.