

Antalya Bilim University
Department of Management,
BUSI 204 Social Entrepreneurship

Class time& Place:

Office hours:

Other times by appointment, and when available

Social entrepreneurship – new venture creation that profitably confronts social problems such as poverty and inequality, lack of access to healthcare and education, and climate change – has attracted considerable interest among individuals and organizations as a way of creating lasting and positive social impact. The tenet of this approach is that many complex social problems, when viewed through an entrepreneurial lens, can create opportunities to launch new ventures and organizations that address these problems in a profitable, sustainable, and scalable way. Social entrepreneurs aspire to solve some of today’s most pressing challenges in both developed and developing economies by applying entrepreneurial thinking to create innovative products and services that deliver social and economic value. The process of addressing critical social challenges such as poverty, inequality, and environmental change through entrepreneurship can lead founders to create resource-lean not-for-profit and hybrid organizations pursuing both profit and social motives. Solving complex challenges through social entrepreneurship involves deeply understanding how to balance an organization’s social mission with its profitability, analyzing and engaging with multiple stakeholders, including international organizations, government agencies, and non-governmental organizations (NGOs), sourcing capital from donors and investors, measuring impact, and scaling operations. This course draws on case studies of hybrid, for-profit, and mission-driven organizations that have effectively navigated these challenges and enables students to gain hands-on experience with developing social venture plans within teams. The course aims to enable students to develop an understanding and awareness of the concepts, opportunities and challenges of social entrepreneurship. Students will appreciate the distinctions between private sector, philanthropy and social entrepreneurship. Social innovations will be at the core of the discussion. This is a course for those whose long-term goals extend beyond creating personal economic gain and involve creating broad-scale value for multiple stakeholders

Required Reading:

Kickul and Lyons, *Understanding Social Entrepreneurship* (2012/2016)

Maximize Your Impact: A Guide for Social Entrepreneurs

<https://socialvalueuk.org/wp-content/uploads/2017/10/MaximiseYourImpact.24.10.17.pdf>

Maximize Your Impact: Cases of Social Enterprises

<https://kusif.ku.edu.tr/wp-content/uploads/2019/01/SocialEntrepreneurCasebook.pd>

Recommended readings:

Elkington, John, *The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World* (2008)
Holiday, Ryan, *Growth Hacker Marketing* (2014)

Additional reading material will be provided by the lecturer.

Developing Graduate Attributes

The objectives of the course are:

1. To explain and appreciate the nature of social entrepreneurship.
2. To provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship.
3. To demonstrate the role of social entrepreneurship in creating innovative responses to critical social needs.
4. To help prepare you personally and professionally for meaningful employment by reflecting on the issues of social entrepreneurship.
5. To learn the primary tasks and decisions that are required to turn an idea into a sound opportunity.
6. To highlight the problems faced in implementing a plan for a new business opportunity.
7. To talk about the impact of social entrepreneurship.
8. To show ethical issues surrounding entrepreneurial decisions and obligations of entrepreneurs.

In addition, each student will be able to: Work with documents and save them in different file formats. Create and edit word processing documents that will be ready to share and distribute. Apply different formats to documents to enhance them before distribution and recognize good practice in choosing the appropriate formatting options. Insert tables, images and drawn objects into documents. Adjust document page settings and check and correct spelling.

This subject will provide a comprehensive and cross-disciplinary perspective on the main problems, perspectives, and practical opportunities associated with innovation, entrepreneurs and organizational change.

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

Assessment Criteria:

- 1) **Midterm (30%):** Students are responsible for all class material covered until the midterm exam.

- 2) **Final exam (60%):** This exam is cumulative and will focus on all units and topics studied throughout the course, but emphasis will be after midterm.
- 3) **Quizzes and Homework (10%)**

Course Schedule

WEEK 1 (22 Feb 2023) Syllabus and Course Introduction
What is Social Entrepreneurship?

WEEK 2 (01 Mar 2023) Defining Social Enterprise

Understanding Social Enterprise, “Defining Social Enterprise” Chapter 3, Maximize Your Impact (pp. 16-23)

WEEK 3 (08 Mar 2023) Exploring Social Venture Opportunities: Data Collection

Understanding Social Entrepreneurship, “Recognizing Social Opportunities” Chapter 3, Maximize Your Impact (pp. 24-28)

WEEK 4 (15 Mar 2023) Problem Tree

Maximize Your Impact (pp. 29-35)

WEEK 5 (22 Mar 2023) Stakeholders and Theory of Change

Maximize Your Impact (pp. 36-59)

WEEK 6 (29 Mar 2023) Developing the Social Venture Strategy and Plan: Preparation and Launch

Understanding Social Entrep, Chapter 4, Maximize Your Impact (pp. 61-70)

WEEK 7 (05 Apr 2023) Discussion with a Social Entrepreneur

Maximize Your Impact (pp. 71-88)

WEEK 8 (12 Apr 2023) MIDTERM EXAM

WEEK 9 (19 Apr 2023) Funding Social Ventures

Understanding Social Entrep, Chapter 6

WEEK 10 (26 Apr 2023) Scaling the Social Venture for Social Impact

Understanding Social Entrep, Chapter 8

WEEK 11 (03 May 2023) Measuring Social Impact

Understanding Social Entrep, Chapter 7, Maximize Your Impact (pp. 90-105)

WEEK 12 (10 May 2023) The Future of Social Entrepreneurship and the Sustainable Enterprise

Maximize Your Impact (pp. 107-125)

Final Social Venture Business Plan Due

WEEK 13 (17 May 2023) Social Venture Presentations

WEEK 14 (24 May 2023) Social Venture Presentations