

**COURSE TITLE:*****Social Entrepreneurship: Doing Well by Doing Good (MGT 167)***

TERM Spring 2021 Mondays and Wednesdays 11am-12:20pm

Remote instruction (Zoom)

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**DESCRIPTION**

Tomorrow's most successful businesses will "do well by doing good." A company's bottom line is strongly influenced by how customers perceive the social impact of the ideas, practices, goods and services offered. In this course, students will learn how social responsibility and business goals can be aligned. Students will hear about the rewards and challenges of social entrepreneurship from subject matter experts, guest speakers.

Students will have the opportunity to connect with successful entrepreneurs while learning valuable networking and communication skills.

This is a highly interactive class. Students will be expected to contribute their ideas and share their passions for doing good. Case studies, Q/A sessions following guest lectures, group office hours, a networking exercise, and "Passion Pitch" competitions enhance the dynamics of active learning.

**OBJECTIVES**

At the close of ***Social Entrepreneurship (MGT 167)*** you will:

- A. Be inspired to consider social entrepreneurship (SE) in your future career
- B. Understand the mind of a SE
- C. Be informed of the challenges and rewards of SE
- D. Be equipped with skills to get started on SE
- E. Be able to "make the case" for SE

**MATERIALS**

Required

- Textbook: *Getting Beyond Better: How Social Entrepreneurship Works* by Roger L. Martin and Sally R. Osberg
- Chapter Four: *Humans are Underrated: What High Achievers Know that Brilliant Machines Never Will* by Geoffrey Colvin
- Spring 2021 Rady Undergrad University Reader MGT 167: Social Entrepreneurship
- Wall Street Journal (student subscription)

## SCHEDULE

Date	Class Topic & Activities	Assignments
Monday, 3/29	Introduction Unilever Lifebuoy Video TED Talk: Harish Manwani Profit's not always the point	<ul style="list-style-type: none"> <li>• Reader item 1: The Case for Definition (SSIR)</li> </ul>
Wednesday, 3/31	501(c)(3) Organizations Board governance, strategic planning	<ul style="list-style-type: none"> <li>• Reader items 2-7: Today's Charitable Sector (SSIR), What is a Non-Profit Organization, YMCA in America, Studying Nonprofit Organizations, Chart Table 2.2 Differences, The Basics about NFPs (CPA's guide)</li> <li>• <a href="#">Board Source Video (1:36)</a></li> <li>• <a href="#">SE Pioneering Social Change (Skoll.org) featuring Mohammad Yunus</a></li> </ul>
Monday, 4/5	<p style="color: green;">Quiz #1</p> HBS Case Study: Aravind Eye Hospital	<ul style="list-style-type: none"> <li>• Reader items 8-9: HBS Case study (less exhibits) Baltimore Sun article by Sathvik Namburur</li> <li>• <a href="#">TEDxIIT Patna Dr. George Puthuran</a></li> </ul>
Wednesday, 4/7	<p style="color: green;">Quiz #2</p> A Perspective on SE Guest Speaker: Karen Henken Professor, University of San Diego Board of Trustees, Kitchens for Good	<ul style="list-style-type: none"> <li>• <a href="#">TedX: Simon Sinek: How Great Leaders inspire</a></li> <li>• <a href="#">Kitchens for Good: YouTube Jennifer Gilmore, 2020 Irvine Leadership Award</a></li> <li>• <a href="#">What is Social Enterprise? (SE Alliance © 2021)</a></li> </ul>
Monday, 4/12	Networking	<ul style="list-style-type: none"> <li>• SDBJ Book of Lists</li> <li>• Reader items 10-11: WSJ: The Phone Isn't Dead WSJ: A new era of Networking</li> <li>• <b>Chapter Four: <i>Humans are Underrated</i> by Geoff Colvin (Library digital reserve)</b></li> </ul>

Wednesday, 4/14	<p><b>Quiz #3</b>  Notes from the Battlefield  Guest Speaker:  Dr. Tonya Matthews  Associate Provost, Wayne State University  Review for Progress Exam 1</p>	<ul style="list-style-type: none"> <li>• <a href="#">Facebook Watch video: National Assessment of Educational Progress (The Nation's Report Card) 9-4-2020</a></li> <li>• <a href="#">Breaking Mindsets podcast</a></li> </ul>
Monday, 4/19	<p><b>Progress Exam 1</b>  <b>Passion Pitch Round 1</b>  Fundraising Part 1</p>	<ul style="list-style-type: none"> <li>• <a href="#">TED Talk: Michael Porter Why Business can be good at Solving Social Problems</a></li> </ul>
Wednesday, 4/21	<p><b>Quiz #4</b>  <b>Passion Pitch Round 2</b>  Socially Responsible Farming  Guest Speaker: Dr. Bob Quinn  Organic Farmer</p>	<ul style="list-style-type: none"> <li>• <a href="#">The Rotarian (March 2020) Scientist, Farmer, Innovator, Rotarian Grain to Grain: in the Field with Bob Quinn</a></li> <li>• <a href="#">YouTube: Kamut Khorasan Wheat: Ancient Grain</a></li> </ul>
Monday, 4/26	<p><b>Passion Pitch Round 3</b> Fundraising Part 2  Charity Case discussion</p>	<ul style="list-style-type: none"> <li>• Reader items 12-14  SSIR: Can Corporations Inspire  SSIR: Better Business Support for early stage SE  SSIR: SE Needs a New Funding Model</li> <li>• <a href="#">TED Talk: Dan Pallotta The Way we Think about Charity is Dead Wrong</a></li> </ul>
Wednesday, 4/28	<p><b>Quiz #5</b>  <b>Passion Pitch Round 4</b>  Holding Corporations Responsible  Guest Speaker: Amanda Medress  Director of Global Communications  Sustainability Accounting Standards Board (SASB)</p>	<ul style="list-style-type: none"> <li>• Reader items: 15-16  From Transparency to Performance: Ex Summary  The Rise of the Corporate Social Investor (SSIR)</li> </ul>

Monday, 5/3	<p><b>Quiz #6</b>  For Benefit and B Corps  Guest Speaker: <a href="#">Oren Zaslansky</a>  Founder and CEO Flock Freight  Review for Second Progress exam</p>	<ul style="list-style-type: none"> <li>• Reader items 17-21:  Benefit Corp v. B Corp in plain English,  Tom's Shoes  SSIR Editor's Note B Corps Grow up  The B Corp Movement Goes Big (SSIR)  Four lessons for Launching a SE (SSIR)  The Future of Fashion (SSIR)</li> </ul> <p><b>Choice:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Watch The Ugly Truth about Fast Fashion Patriot Act: Hasan Minhaj Netflix</a> (29 min)</li> </ul> <p><b>or</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Watch The True Cost Documentary</a></li> </ul>
Wednesday, 5/5	<p><b>Progress Exam 2</b>  <b>Quiz #7</b>  Impact Investing  Guest Speaker: <a href="#">Heidi Krauel Pavel</a>  ReThink Impact</p>	<ul style="list-style-type: none"> <li>• Reader item 22  NYT July 9, 2020 Venture Fund for Women  Business Insider: Impact Investing finances</li> <li>• <a href="#">WSJ Oct 5,2020: A Misunderstood Investment by Meir Statman</a></li> </ul>
Monday, 5/10	<p><b>Quiz #8</b>  The Case for SE, your future options  Guest Speaker: <a href="#">Neal Bloom</a>  Managing Partner  Rising Tide Partners</p>	<ul style="list-style-type: none"> <li>• <a href="#">Tacos+Tech podcast</a></li> <li>• Triton Tech Series</li> </ul>
11-13 May (extra credit)	<p><b>One line Festival: The Future of Everything (WSJ)</b></p>	
Wednesday, 5/12	<p><b>Networking Term Paper due</b>  Purpose Beyond Profit</p>	<ul style="list-style-type: none"> <li>• Reader items: 23-25  The For Benefit Enterprise Rise of Purpose-Driven</li> </ul>

		<p>Business</p> <p>The Emerging Fourth Sector</p> <ul style="list-style-type: none"> <li>• <a href="#">GameChangers: Conscious Company Magazine Dec. 2016 Top 25 for Benefit companies</a></li> </ul>
<p><b>Tuesday, 5/18 at 4pm</b> not Monday, 5/17</p>	<p>The Emerging Fourth Sector Guest Speaker: Andrew Hewitt GameChangers</p>	<ul style="list-style-type: none"> <li>• Recap 5/12 readings</li> <li>• Reader item: 26</li> </ul> <p>SSIR: The Dangerous Allure of Win-Win Strategies</p> <ul style="list-style-type: none"> <li>• <a href="#">Key Takeaways podcast 313: Andrew Hewitt: Changing the Game of Business (Leaders of Transformation)</a></li> </ul>
<p>Wednesday, 5/19</p>	<p>Quiz #9 Peace Jobs: NGO, IGO, military</p>	<ul style="list-style-type: none"> <li>• <a href="#">Watch documentary: Poverty. Inc (90-min)</a></li> <li>• <a href="#">The Guardian: Race to rescue Cambodian Children</a></li> </ul>
<p>Monday, 5/24</p>	<p>Quiz #10 Stakeholder Capitalism Guest Speaker Geoff Colvin Sr. Editor Fortune Magazine Author, <i>Humans are Underrated</i></p>	<ul style="list-style-type: none"> <li>• 7-10 selected WSJ current readings TBA</li> <li>• <a href="#">SSRN: The Illusionary Promise of Stakeholder Governance</a></li> <li>• Milton Friedman 1970: The Social Responsibility of Business Fortune Magazine (Aug 19,2020)</li> <li>• <a href="#">Revisiting the Business</a></li> </ul>

		<a href="#">Roundtable (Colvin)</a>
Wednesday, 5/26	Challenges for Social Enterprises Crisis Communications Founder's Disease and the Charismatic Leader	<ul style="list-style-type: none"> <li>• Reader items 27-29 BoardSource Founder Dilemma, Debt and Disputes Crystal Cathedral Iconic Glass-Paned Church</li> </ul>
Monday 5/31 Memorial Day No class		CAPE Evals
Wednesday, 6/2	The Social Entrepreneur's Journey Networking papers showcase Review for Final Exam	<ul style="list-style-type: none"> <li>• Reader items 30-33: Is it Time to Ditch the Word Non Profit? (SSIR) Social Enterprise is not Social Change (SSIR) Nowhere to Grow (SSIR) If You Want Renewable Energy, Get Ready to Dig</li> <li>• <a href="#">What's Wrong with Wind and Solar (PragerU.com)</a></li> </ul>
Friday, 6/11	Final Exam	

## ASSIGNMENTS

The course syllabus and assignments may be updated throughout the course. It is your responsibility to stay current with the most recent edition. (Note revision date in lower right corner, bottom of each page).

**Class Participation and discussion: extremely important (15% grade). Be prepared, be engaged.**

**Reading Assignments: Independent**

**Team Projects: “Passion Pitch” presentations**

**10 Quizzes, (2) Progress Reviews and Final Exam: Independent**

**Networking Essay: Collaboration encouraged. “It’s the journey, not the result.”**

**20-minute 1:1 (you and the Professor) office hours on Zoom required by end of Fourth Week (no later than Sunday Apr.25). Join the waiting room 5-minutes before your appointment.**

## GRADING

First Progress Exam (4/19)	10%
Second Progress Exam (5/5)	10%
10 Quizzes (2-pt ea.)	20%
Final Exam (TBD)	15%
Networking Journal (5/12)	15%
Class Participation	15%
Team exercise: Passion Pitch including peer review	15%
<b>Total</b>	<b>100%</b>

## COURSE POLICIES

This class is a general introduction to Social Entrepreneurship meant to inspire each student. Class assignments have been designed with this in mind. Much of the value of our meetings comes from our group discussions so attendance and participation are expected. If you plan to be absent, I expect you to let me know in advance and we will discuss make-up opportunities. I want you to succeed. I want you (and your classmates) to learn. You must be an active participant to make that happen.

### ACADEMIC INTEGRITY

Academic Integrity is expected of everyone at UC San Diego. This means that you must be **honest, fair, responsible, respectful and trustworthy** in all of your actions. Lying, cheating or other forms of dishonesty will not be tolerated. Dishonesty undermines learning and my ability to certify your knowledge and abilities to the University. Any attempt to get, or help another get, a grade through dishonesty will be reported to the Academic Integrity Office and will result in sanctions. Sanctions can include an F in this class and suspension or dismissal from the University. So, think carefully before you act. Ask yourself, “**Is this action honest, fair, respectful, responsible and trustworthy?**” If you are not sure, ask me or your Teaching Assistant. Don’t ask a friend or classmate. You can learn more at [academicintegrity.ucsd.edu](https://academicintegrity.ucsd.edu) or contact the UCSD Academic Integrity Office at [ai0@ucsd.edu](mailto:ai0@ucsd.edu).

### STUDENTS WITH DISABILITIES

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodation(s) may be made and provide the necessary documentation to present to the instructor and OSD liaison. Students requesting accommodations for this course due to a disability must provide a current Authorization for Accommodation (AFA) letter (paper or electronic) issued by the OSD (<https://osd.ucsd.edu/students/registering.html>).

Students are required to discuss accommodation arrangements with instructors and OSD liaisons in the department **72 business hours in advance** of any exams or assignments. **No accommodations can be implemented retroactively.**

Please visit the [OSD website](#) for further information or contact the Office for Students with Disabilities at (858) 534-4382 or [osd@ucsd.edu](mailto:osd@ucsd.edu).

### NONDISCRIMINATION POLICY STATEMENT

The University of California, in accordance with applicable Federal and State law and University policy, does not discriminate on the basis of race, color, national origin, religion, sex, gender identity, pregnancy, physical or mental disability, medical condition (cancer related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or service in the uniformed services. The University also prohibits sexual harassment. This nondiscrimination policy covers admission, access, and treatment in University programs and activities.

## **TITLE IX**

The Office for the Prevention of Harassment & Discrimination (OPHD) provides assistance to students, faculty, and staff regarding reports of bias, harassment, and discrimination. OPHD is the UC San Diego Title IX office. Title IX of the Education Amendments of 1972 is the federal law that prohibits sex discrimination in educational institutions that are recipients of federal funds. Rady students have the right to an educational environment that is free from harassment and discrimination.

Students have options for reporting incidents of sexual violence and sexual harassment. Sexual violence includes sexual assault, dating violence, domestic violence, and stalking. Information about reporting options may be obtained at OPHD at (858) 534-8298, [ophd@ucsd.edu](mailto:ophd@ucsd.edu) or <http://ophd.ucsd.edu>. Students may receive confidential assistance at CARE at the Sexual Assault Resource Center at (858) 534-5793, [sarc@ucsd.edu](mailto:sarc@ucsd.edu) or <http://care.ucsd.edu> or Counseling and Psychological Services (CAPS) at (858) 534-3755 or <http://caps.ucsd.edu>.

Students may feel more comfortable discussing their particular concern with a trusted employee. This may be a Rady student affairs staff member, a department Chair, a faculty member or other University official. These individuals have an obligation to report incidents of sexual violence and sexual harassment to OPHD. This does not necessarily mean that a formal complaint will be filed.

If you find yourself in an uncomfortable situation, ask for help. The Rady School of Management is committed to upholding University policies regarding nondiscrimination, sexual violence and sexual harassment.

## **OTHER**

As set forth in class.