

# Social Entrepreneurship (82894)

## **Descripció**

In this course we will analyze social entrepreneurship as a mechanism to resolve social problems through building business that are profitable and innovative. We will be based our outlook on the premise that if we examine social problems through the lens of an entrepreneur that detects opportunities and develops innovative and competitive business models, we will be able to create businesses that will generate social benefits in a sustainable manner and able to generate economic benefits as well. Instead of the traditional business creation course, where the main focus is on creating businesses of economic utility, in this course we will examine the strategy of combining the analysis of social problems or needs with the creation of a business that generates revenue and is financially self-sustained.

Through the analysis of case studies, the discussion of theoretical concepts and presentations by leaders of social businesses, who will describe their experiences, the student will be able to determine the strengths and weaknesses of the different social entrepreneurial outlooks and models.

Likewise, students will applied what they learn in the development of a real social enterprise.

This course is directed to innovative students interested in promoting social and economic wealth independently of their academia area of interest.

## **Tema 1**

Introduction to social entrepreneurship. Its importance in the economic world. The definition of mission and objectives of a social enterprise.

## **Tema 2**

Recognizing and evaluating opportunities. Attaining social objective through profitable businesses.

## **Tema 3**

The search and mobilization of resources within the context of social entrepreneurship. New mechanisms of financing.

## **Tema 4**

The management of innovation. Understanding and managing risks.

## **Tema 5**

Knowing and attracting clients. Marketing mechanisms within the context of a social enterprise.

## **Tema 6**

Generating alliances. Its importance and difficulties.

## **Tema 7**

Financial management in social enterprises. Evaluation of results.

## **Tema 8**

The challenge of growing inside a global economy.

## **Tema 9**

The responsibility of the social entrepreneur. The importance of corporate

governance to social enterprises.

### **Bibliografia obligatòria**

- A Report From the Good Ship SROI*. Gair, REDF, SROI Collection, 2000. (Available for free download at [www.redf.org/publications-sroi.htm](http://www.redf.org/publications-sroi.htm)).
- ANDREASEN, A. R. "Profits for Nonprofits". *Harvard Business Review*, 74(6). 1996. Pàg. 47-55.
- Ashoka's Social Entrepreneurship Video Series presents Building Social Business Ventures: Insights from Muhammad Yunus of Grameen.
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- BORNSTEIN, David. *How to Change the World: Social Entrepreneurs and the Power of New Ideas*. Oxford University Press, 2004.
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- DEES, J. G. "Enterprising Nonprofits". *Harvard Business Review*, 76(1). 1998. Pàg. 12.
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- DRAYTON, W. "The Citizen Sector: Becoming as Entrepreneurial and Competitive as Business". *California Management Review*, 44(3). 2002. Pàg. 120-132.
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- EMERSON, Jed. "Note on innovations in Philanthropy". *Working Paper Stanford University*, SI-05. 2000.
- "Frontlines: Credit to the Poor". *Stanford Social Innovation Review*. 2003. Pàg. 75-76.
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- JOHNSON, H. H. "Corporate Social Audits-This Time Around". *Business Horizons*, 44(3). 2001. Pàg. 29-37.
- LETTIS, C. W.; RYAN, W. "Virtuous Capital: What Foundations Can Learn from Venture Capitalists". *Harvard Business Review*, 75(2). 1997. Pàg. 36-44.
- PORTER, M. E.; KRAMER, M. R. "Philanthropy's New Agenda: Creating Value". *Harvard Business Review*, 77(6). 1999. Pàg. 121-130.

### **Bibliografia recomanada**

- BIRCHARD, Bill. *Nature's Keepers. The remarkable story of how the Nature Conservancy became the largest environmental organization in the world*. San Francisco: Jossey-Bass, 2005.
- BORNSTEIN, David. *How to Change the World*. Nova York: Oxford University Press, 2004.
- DEES, J. Gregory; EMERSON, Peter. *Enterprising Non Profits*. Wiley, 2001.
- GUNTHER, Marc. *Faith and Fortune, The Quiet Revolution to Reform American Business*. Nova York: Crown Business, 2004.
- HOPKINS, Bruce. *A Legal Guide to Starting and Managing a Nonprofit Organization*. Nova York: John Wiley & Sons, 1993.
- KOTLER, Philip; ANDREASEN, Alan. *Strategic Marketing for NonProfit Organizations*. Nova Jersey: Prentice Hall, 1996.
- LA PIANA, David. *Play to Win: The Nonprofit Guide to Competitive Strategy*. Jossey-Bass, 2005.
- LOVINS, Amory; LOVINS, Hunter; HAWKEN, Paul. *Natural Capitalism*. Nova York: Little Brown, 1999.

PATTON, Rob. *Managing and Measuring Social Enterprises*. Londres: Sage Publications, 2003.

REINHARDT, Forest. *Down to Earth*. Cambridge, MA: Harvard Business School Press, 2000.

SHORE, Bill. *Revolution of the Heart. A New Strategy for Creating Wealth and Meaningful Change*. Nova York: Riverhead Books, 1995.

SMITH, Bucklin and Associates. *The Complete Guide to Nonprofit Management*. Nova York: John Wiley & Sons, 1994.

### **Avaluació**

The grade will be based on the following percentages:

Participation and assistance: 25%.

Social entrepreneurship project: 40%.

Case study: 15%.

Reading reports: 20%.

The final grade of the group will be adjusted to each individual according to the evaluation that the group will give to each member based on his/her contribution (conceptualization, development, presentation, etc.). Other important factors to be considered for the optimal progress of the group will be organizational and coordination efforts using the appropriate means and resources (meetings, telephones, e-mail, chats, sub-grouping, etc.).