Bachelor of Commerce
Social Entrepreneurship
ENT 4201

COURSE OUTLINE AND DELIVERY PLAN (Updated Ver. Sept. 2020)

Facilitator(s): Peninah Kanyua-Muguku (Mrs)
Email: Pkanyua@strathmore.edu
Consultation: Anytime through email; By Appointment (MSB Basement)
Lecture hours: 45
Period: 2021 (Sept-Dec)

Purpose of the Course
This course is designed to be an overview of the role of social entrepreneurship in society. Emphasis is on understanding key concepts and drivers of social entrepreneurship as well as understanding the diverse nature of social entrepreneurship. Upon completion, students should be able to identify social issues and conceptualize an innovative solution to address the need

Intended Learning Outcomes
By the end of this course, participants should be able to:
1) Explain key concepts in social entrepreneurship.
2) Assess the contribution of key players in the social enterprise sector.
3) Distinguish the various approaches to entrepreneurship/social entrepreneurship.
4) Discuss the process of starting a social enterprise.
5) Assess and evaluate performance of social businesses or enterprises.
6) Evaluate the growth and sustainability of social enterprises.

Course Content & Delivery Plan

<table>
<thead>
<tr>
<th>Topic</th>
<th>Intended Learning Outcome</th>
<th>Activities</th>
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</table>
| Introduction to Social Entrepreneurship | ➢ Define social entrepreneurship.  
➢ Differentiate social entrepreneurship from commercial entrepreneurship.  
➢ Explore the characteristics of | TED talk debate on YouTube between Professor Michael Porter and Professor Michael Sandel |
<table>
<thead>
<tr>
<th>Social Entrepreneurs: Mind-set, characters and Competencies</th>
<th>Discuss the entrepreneurial mind-set and its relevance to social entrepreneurship.</th>
<th>Victoria Hale video</th>
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<tbody>
<tr>
<td></td>
<td>Discuss the nature of social entrepreneurs</td>
<td>Student to “facilitate workshop on developing Entrepreneurship Competencies or member of a panel in a competition - the learner should identify elements he/she would consider important in determining if the SE is passionate about his/her venture during the pitch”</td>
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<td>Identify the individual characteristics of social entrepreneurs.</td>
<td>Application case study Aakar Innovations and Ciudad Saludable</td>
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<td>Social Entrepreneurial Motivations</td>
<td>Explain social entrepreneurial motivations.</td>
<td>Guest Speaker</td>
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<td>Discuss compassion as a driver of social entrepreneurship activities.</td>
<td>Or</td>
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<td>Describe the role of moral engagement in explaining social entrepreneurial motivation.</td>
<td>Case studies - Aduna or Dignified Mobile Toilets</td>
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<td>Explain the link between social entrepreneurship and social justice.</td>
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<tr>
<td>The External Environment of Social Ventures</td>
<td>Discuss the impact of the external environment on entrepreneurial activity.</td>
<td>➢ Analysis on Environment based 1. GEM data</td>
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<td>➢ Assess the external environment of social ventures.</td>
<td>➢ 2. Global Competitive Index</td>
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<td>➢ Describe the role of institutional environment on social venture creation.</td>
<td>➢ 3. Ease of doing Business</td>
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<tr>
<td>➢ Discuss the tools used to analyse the external environment of social entrepreneurship.</td>
<td>➢ PEST analysis using BRCK case</td>
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<td>➢ Group Work – PEST analysis and PFF analysis for intended social venture</td>
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### CONTINUOUS ASSESSMENT TEST 1

| Identifying opportunities for social ventures | Explain the nature of entrepreneurial opportunities. | Group Activity – Develop your business idea around a chosen social issue using tools discussed |
| ➢ Discuss the application of discovery and creation theories to social entrepreneurial opportunities. | ➢ Apply opportunity analysis by assessing case – Mark Juarez |
| ➢ Describe the uniqueness of social venture opportunities. | |
| ➢ Explain how entrepreneurial opportunities are found. | |

<p>| Developing a Social Venture Sustainability Model | Explain the concept of business model. | Watch the video at <a href="http://www.youtube.com/watch?v=QoAOzM">www.youtube.com/watch?v=QoAOzM</a> TLP5s, and then identify the key elements of a business model. |
| ➢ Describe the components of a business model. | Research on Muhammad Yunus and the Grameen Bank. Identify the social business model of the bank. |
| ➢ Define the sustainability model of a social venture. | |</p>
<table>
<thead>
<tr>
<th>Topic</th>
<th>Summary</th>
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</table>
| Feasibility Analysis for Social Ventures | ▶ Explain the nature of feasibility analysis.  
▶ Explain the importance of feasibility analysis in social entrepreneurship.  
▶ Describe the tools of feasibility analysis in social entrepreneurship. | ▶ Case study and Discussion – Mercy Project  
▶ Guest Speaker  
▶ Group Work- review concept and apply feasibility tools learned |
| Planning for Social Ventures | ▶ Understand the importance of writing a business plan.  
▶ Understand the importance of social venture planning.  
▶ Identify the components of a social venture plan.  
▶ Describe the process of writing a social venture plan. | ▶ Case study- (1) TechWadi and (2) TOMS  
▶ Group work-business plan template |
| Marketing Challenges for Social Ventures | ▶ Understanding the importance of marketing for entrepreneurial social ventures.  
▶ Applying market tools to entrepreneurial social ventures.  
▶ Developing skills to engage social venture customers.  
▶ Developing a social venture marketing plan. | ▶ Discussion question on video - [www.youtube.com/watch?v=33si-6BkkMk](http://www.youtube.com/watch?v=33si-6BkkMk)  
▶ Case- Ascovime  
▶ Mock consultant role - You have been asked to develop a social marketing plan for a purely philanthropic social venture. Describe the key components of your social marketing plan. Also describe |
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| **Managing the Financial Side of Social Ventures** | - Describe the importance of raising capital for social ventures.  
- Identify sources for raising capital for social ventures.  
- Learn how to manage social venture finances.  
- Develop skills to assess the financial viability of a social venture. | - Class Activity- 3 organizations funding social enterprises in Kenya  
- Guest Speaker  
- Case Study-Global soap project Kenya |
| **Organization and Management of Social Ventures** | - Describe the importance of building a social venture team.  
- Identify the factors involved in hiring and managing paid employees in a social venture.  
- Identify the factors involved in hiring and managing volunteers in a social venture.  
- Explore the application of agency and stakeholder theories to social ventures. | - In your groups- create a skills profile to establish your hiring priorities  
- Share your groups thought around what you will consider when creating a board of advisers |
| **Social Venture Effectiveness** | - Understand the concepts of effectiveness and efficiency in social entrepreneurship.  
- Identify the different models of organizational effectiveness.  
- Develop the skills required to measure the effectiveness and efficiency of social ventures. | - Case study- Flipgive |
| **Scaling Social Ventures** | - Understand the importance of scaling a social venture. | - Class discussion on case study - Twaweza |
Define social venture scaling.
Identify growth strategies for social ventures.
Acquire the skills required to formulate and implement social venture growth strategies

Measuring the Impact of Social Ventures

Assess the impact of social ventures.
Develop the skills required to measure social impact.
Be able to use the tools and techniques for measuring social impact effectively.
Describe and explain social return on investment and measure it.
Develop the skills required to manage social impact.

Discussion Question on www.youtube.com/watch?v=38feskOejk
Guest

Mode of Delivery
Lectures, class discussions, case study discussions, guest lectures, simulation and worked-out practice examples.

Assessment
The assessment for this unit will constitute continuous assessments and a final exam. The continuous assessment comprises of sit-in CAT(s), assignments, group work and a term paper. Marks will be distributed as follows:

<table>
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<th>Assessment</th>
<th>Weighting (%)</th>
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<tr>
<td>Continuous Assessment</td>
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<tr>
<td>• Sit-in, Supervised CAT 1</td>
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<tr>
<td>• Group Assignment – Business Plan &amp; Presentation</td>
<td>40</td>
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<tr>
<td>• Sit In, supervised CAT 2</td>
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<td>• Class Participation/Forum postings on eLearning</td>
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<tr>
<td>Final examination</td>
<td>60</td>
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<tr>
<td>Total</td>
<td>100</td>
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Core Reading Materials

Other Recommended Texts and Materials

Class Policies
Classes
1. I do not offer make up CATs. There will be an optional CAT at the end of the semester.
2. Be punctual and be present. If you can’t attend class, you need to me.
3. Active participation in class discussions is required. I call out names and expect you to participate.
4. Check eLearning for assignment submission links.

Assignments and/or Course Work
1. Plagiarism is a serious offence. If detected in any form in course work and assignments, the following will apply:
   a. In partial or non-serious cases (such as not citing whole word-for-word quotes), half the total possible marks of the assignment are duly struck off.
   b. In serious cases (such as whole duplication of a paper), a zero policy will apply i.e., all offending assignments will be awarded a mark of zero.

   Note: The level of seriousness referred to above is at the discretion of the lecturer. Appeals are certainly possible through the relevant channels

2. Referencing: APA System
3. Notwithstanding the above, collaboration in course work is certainly encouraged as this promotes team spirit and group synergy as long provided originality is preserved.

Communication Channels
1. E-mail – Please use the email to make appointments, or to inform the lecturer of your absenteeism from class prior to the class. Include group number and student ID on email communication.
2. Class Monitor-The class monitor will facilitate information dissemination.