Syllabus: MGMT 4643
Social Innovation Practicum
Monday and Wednesday 2:00 to 3:20 pm Dillard Building 345
Spring Semester 2024

Course Dates: January 16, 2024 to May 12, 2024
Credit Hours: 3
Instructor: Sonia White, M.S.
Office: Dillard 278
E-mail: Sonia.White@MSUTexas.edu
Phone: (940) 397-6996
Office Hours:
Monday 3:30 pm to 5:00 pm. Tuesday and Wednesday 9:00 am to 11:00 am; or by appointment. Office hours are designed for you, providing a private environment where we may talk about your work, performance in class, etc. If you cannot see me during my scheduled office hours, do not hesitate to make an appointment to see me at a different time.

Optional Textbook

I have a class set of textbooks which you may check out to use for the semester, or you may purchase your own. The following textbooks are *optional*:

Bornstein, David and Davis, Susan. Social Entrepreneurship: What Everyone Needs to Know, Oxford University Press, New York, NY, 2010. ISBN: 978-0-19-539633-1

Bornstein, David. How to Change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press, New York, NY, 2007. ISBN: 978-0-19-533476-0.

MacMillan, Ian C. and Thompson, James D. The Social Entrepreneur's Playbook: Pressure Test, Plan, Launch and Scale Your Enterprise, Wharton School Press, Philadelphia, PA, 2013. Paperback ISBN: 978-1-61363-032-7

Websites

REDFworkshop.org. This website has great resources for assessing, implementing, and evaluating social enterprise ideas. You can create a free account for access to many great resources.

Required Reading and Video List

Throughout the semester I may provide you with links or hardcopies of articles, blogs, websites, videos, etc., in which you will be required to review prior to a class meeting ready to discuss. You will also be required to do some research on your own prior to some class meetings and bring your findings to class for discussion. Many of the resources discussed in class will be beneficial to you when complete quizzes or class projects.

Required Materials/Supplies

Students must own or have access to the following:

Hardware: Computer, laptop or Ipad with **webcam, microphone**, and/or **speakers** to be able to access Virtual Classroom, Skype, Zoom, Respondus Monitor and Lockdown Browser, etc. **Chromebooks should not be used**. They are incompatible with Lockdown Browser. Please visit the MSU Texas website for a review of the most up to date technology requirements.

Software: Students can sign up for access to Office 365 web edition for free. Students should contact the helpdesk at 940-397-4680 or helpdesk@msutexas.edu to get more information about getting access to the software.

Browser: It is highly recommended that you use the following browsers for the best experience: Mozilla Firefox; Google Chrome or Apple Safari.

Course Description

Social Innovation Practicum (Course General Description)
Application of lessons in successful organizational and financial strategies to pursue social innovation via entrepreneurship, advocacy, and management.

Course Application

Mission-driven businesses harness the power of the marketplace to solve social, environmental, or economic problems and/or create social value. Through case studies, guest speakers, and entrepreneurship/intrapreneurship concept development, presentation and feedback this class will give students a broad understanding of the many ways in which they can pursue positive and sustainable social change through creating, scaling, investing in or collaborating with mission-driven businesses. Students will "create" a social enterprise that addresses sustainability and environmental concerns.

Specific Learning Goals

Upon successful completion of this course, the student should have completed a social enterprise project plan and should have refined their understanding of real-world social sector project planning.

1. Students will be able to define social innovation, social enterprises and social entrepreneurship and key traits of social entrepreneurs.
2. Students will be able to demonstrate an understanding of the social enterprise sector, including what distinguishes social entrepreneurship from both traditional entrepreneurship and traditional social services.
3. Students will demonstrate an understanding of the role social entrepreneurs play in creating innovative responses to critical social needs.

General Learning Goals
1. Students will demonstrate problem solving and decision-making abilities through the critical analysis, evaluation, and interpretation of course information.
2. Students will demonstrate competency in writing for common business scenarios.
3. Students will demonstrate competency is oral communication for common business scenarios.
4. Students will utilize technology for business applications.
5. Students will demonstrate ethical reasoning skills within a business and nonprofit environment.
6. Students will have an understanding of the influence of multicultural issues on business activities.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

Assignment Submissions
All written assignments should be submitted through D2L. Please only submit typed Word documents unless otherwise specified. If you use Pages (or another word processor), **please convert your document to Word.** If you fail to submit your document in the correct format, and I cannot read your document, your document will have to be resubmitted in the correct format and will be considered late. **Submissions by email will not be accepted.**

Brief Description of Course Activities and Evaluation
Most of my evaluation of your work in this course involves written assessments and presentations. Written evaluations take more time to grade but I will make a concerted effort to assess and post grades in D2L for assignments within a week of due dates.

Attendance and Professionalism (300 points)
Your participation is essential to the success of this course. Quality participation includes attending class, completing readings and assignments prior to class, asking thoughtful questions to guest speakers, and contributing to class discussions. This class will give you the opportunity to hear from practitioners at the forefront of work in the field of social entrepreneurship. It is vital that you attend every class that is scheduled. For every class you attend and participate, you will receive up to 10 points for attendance and professionalism. Pop quizzes may be given during class that are worth 10 points to check for learning and comprehension and replace a daily attendance grade. If you are late to class, or leave class early, or leave class and return to class, you will have points deducted. If you miss class more than 5 times you will be dropped from the class with an F. If you are absent and do not notify me in advance of the absence you will have the full 10 points deducted.

I also will sometimes require you to work on activities in class and may require you to turn in the activity at the end of class. If you are absent, you do not get credit for the activity and you will have points deducted from your attendance and professionalism grade for that day.

This class requires group work, student collaboration and is interactive. I plan my class activities based on all students being in attendance, therefore, if you are going to miss class, I expect you to notify me in advance. Just as you would notify an employer if you were

going to be absent from work, I expect you to notify me if you will be absent from class. If you are sick or have an emergency in which you cannot give advance notice, please notify me as soon as possible. If you properly notify me in advance of the absence, you may still earn some points for professionalism.

Exercises/activities (100 points each; total 400 points)
As part of this course, you will work in either pairs or individually to create a socially conscious business, either for-profit or nonprofit. Your business must have a "triple-bottom" social, environmental, financial) line impact. Creating this business plan will be broken down into four segments, each worth 100 points. I will provide feedback on each segment which you will incorporate into the final written business plan which will be submitted to i.d.e.a. MSU.

Social Enterprise Written Plan (150 points)
Each spring, the Munir Abdul Lalani Center for Entrepreneurship and Free Enterprise hosts the i.d.e.a. MSU business competition to provide MSU students with an opportunity to hone their business idea, get valuable advice and win prize money to get started. The contest operates in two steps. Teams or individuals first submit a four-page business plan. From those plans, the judges pick six finalists, who then make an oral presentation to the judges. The judges pick the winners based on the presentations.

As part of this class, **each individual or pair of students will be required to submit a proposal to the i.d.e.a. MSU business competition**. Your submission should be related to the class exercises. This written business plan should be a culmination of your four class exercises related to a social enterprise, either for-profit or nonprofit, which has a social, environmental and financial impact. You must follow and submit your proposal according to the specified i.d.e.a. MSU guidelines to Dr. Scott Manley and also submit a copy to me as well, to get the full credit for submitting. If you are selected as an i.d.e.a. MSU finalist and do **not** compete in the competition, *points will be deducted from your final grade* **for the course**.

Social Enterprise Pitch/Final Exam (150 points)
If your submission to i.d.e.a. MSU is chosen as one of the six finalists, **you are expected to compete in the business competition**. Regardless, if your submission is chosen as a finalist, all students will make an oral presentation to the class which is your final for the course. The Social Enterprise Pitch should clearly identify the social problem being addressed, the innovative solution proposed to address the problem, the desired social impact, as well as the financial impact and should follow the i.d.e.a. MSU guidelines. Your pitch will include a presentation deck (PowerPoint; Prezi, or similar format) that must be submitted to the instructor via D2L. The social enterprise pitch in class counts as your final exam for the course.

If you are selected as an i.d.e.a. MSU finalist and do not compete in the competition, *points may be deducted from your final exam grade*.

Course Grades

Activities	Points
Attendance, professionalism and participation (up to 10 pts per class)	300 pts
Exercises/activities 4 @ 100 pts each	400 pts
Written business plan/i.d.e.a.MSU submission	150 pts
Business plan presentation/Final	150 pts
TOTAL	**1000 pts**

Grading Scale

Actual Points	Letter Grade
899.5 or greater	**A**
799.5-899.4	**B**
699.5-798.4	**C**
599.5-698.4	**D**
598.4 or less	**F**

University Policies and Procedures

The Midwestern State University Student Handbook is a source of valuable information regarding student responsibilities, obligations, and privileges while attending the university. This handbook is available online from the Midwestern State University website at https://msutexas.edu/site-policies and within the myMSUTexas portal. Copies are available at the Clark Student Center Information Desk and Residence Hall offices. Failure to read this handbook does not excuse students from the requirements and regulations described within. MSU Student Handbook

Academic Integrity

Academic integrity involves upholding ethical standards in all academic activities. This encompasses originality in work, proper attribution of sources, and honesty in assessments and assignments. Concerning university wide academic integrity, students are referred to the Student Honor Creed in the undergraduate catalog and in the MSU Student Handbook. The procedures outlined in this policy will be followed for alleged incidents of Academic Dishonesty. For this course specifically, also see "Instructors Policies and Procedures" below regarding 'Academic Integrity'.

Americans with Disabilities Act

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request an accommodation, the student should first contact Disability Support Services at 940-397-4140 in room 168 Clark Student Center. Once that office has determined the accommodation, the student should contact me as soon as possible with the documentation. As an instructor, I cannot grant accommodations without guidance or recommendations from the Office of Disability Support Services.

Concealed Carry

For information regarding campus carry, please refer to the University's webpage on Campus Carry Rules and Policies.

Grade Appeals
See the [MSU Student Handbook](#) for University policy on grade appeals. The procedures outlined in this policy will be followed for grade appeals.

Instructor Policies and Procedures
Academic Integrity
Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. Please understand that integrity is very important to me. Instances of academic dishonesty will be handled quickly and severely. Cutting and pasting text from the internet without citing the source, including AI generating tools, constitutes plagiarism. Cheating (using old assignments, using original thoughts/words from another source) on a written assignment is considered academic dishonesty. Copying or using other people's work, including AI tools, is considered academic dishonesty in this course. I use plagiarism software and AI detection software to identify instances of using uncited and unattributed sources.

Academic Misconduct and Penalties
Additional guidelines on procedures on academic misconduct and penalties may be found in the Office of Student Conduct. Any assignment that is found to have been the result of cheating, collusion and/or plagiarism will be given a grade of a zero, at a minimum. Repeated offenses will result in failing the course. All instances of academic dishonesty will be reported to the Dean of Students.

Acceptable and Unacceptable use of AI Tools
While AI-based tools can aid in research and learning, it is crucial to understand the limits and appropriate use of such tools. Students are encouraged to leverage AI tools for tasks like data analysis, language translation, and correcting spelling and grammar (such as Grammarly). Learning to use AI responsibly and ethically is an important skill in today's business community. However, using AI tools to generate content submitted as your original work, and not citing or attributing AI as a source, is a breach of academic integrity and constitutes plagiarism in this course.

Generative AI tools can be helpful tools in the academic setting as well as in the professional setting. However, they are NOT a substitute, nor should they be used as a replacement for your own original thoughts and academic work. The use of generative AI tools (ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:
- Brainstorming and refining your ideas
- Fine-tuning your research questions
- Finding information on your topic
- Drafting an outline to organize your thoughts; and
- Checking grammar and style

The use of generative AI tools is NOT permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you, to answer essay or short-answer questions on quizzes or tests, or content you post on D2L or Zoom chat.
- Completing group work that your group has assigned to you.
- Writing a draft of a writing assignment.
- Writing an entire sentence, paragraph, or paper to complete class assignments.

You are responsible for the information you submit based on an AI query (e.g. that it does not violate intellectual property laws or contain misinformation or unethical content). Your use of AI tools must be appropriately documented and cited, as would any use of someone else's work or thoughts, to stay compliant with university policies on academic dishonesty. Any assignment that is found to have used generative AI tools in unauthorized ways will be given a grade of a zero, at a minimum. Repeated offenses may result in failing the course. When in doubt about permitted usage, please ask for clarification. All instances of academic dishonesty will be reported to the Department Chair, Dean of Dillard College of Business and the Dean of Students. If you as a student need guidance on how to cite and reference AI sources I have provided the following resource: https://apastyle.apa.org/blog/how-to-cite-chatgpt

Assignment Submissions
All assignments should be submitted through D2L. Please only submit typed **Word documents** unless otherwise specified. If you use Pages (or another word processor), please convert your document to Word before submitting**.** If you fail to submit your document in the correct format, and I cannot open or read your document, your homework will be considered late, and I will NOT accept the assignment. The D2L submission folders close after the due date/time has expired and you will be unable to submit assignments after the due date/time. **Submissions by e-mail or in person will not be accepted.**

Attendance / Participation / Tardiness
Regular attendance is expected and roll will be taken. ***Students with more than 5 absences (17% of classes) will be dropped from the course, without exception.*** Three or more tardies or leaving class early will be treated as an absence. Leaving class and returning to class is also treated as a tardy and three or more times will be treated as an absence. Attendance, promptness and participation is critical to your success in this class. Participation in class discussion is expected, and reading the assigned material prior to class is required.

Since you are an upper-division student, my intent is that this class prepare you for "real-world professionalism". That being said, if you expect to miss my class, I expect you to call or email me prior to missing the class to let me know. If you have a job and you expect to miss work, you call and let your supervisor know. I expect the same courtesy. If you expect to miss class, but are able to attend virtually, I will provide you with a zoom link, but ***only*** if you have notified me and requested to do so prior to the start of class. This will still count for less than in-person attendance, but more than missing class altogether. If you are too ill to attend virtually AND you provide a documentation from a medical provider, I will record the class. If you do not provide documentation you will not be provided with the recording. However, you may rely on your classmates to get notes or handouts for you.

"Valid, documented" absences fall in the following categories: medical, legal, or serious personal issue beyond your control (e.g. relative's death or serious illness; jury duty; car accident). If you provide the proper documentation, you will be allowed to make up missed classwork, or turn in your work late. HOWEVER, the late work must be turned in within a reasonable AND agreed upon time frame.

Excuses that are not valid include having deadlines in other classes or at work, having a fight with a significant other, have a bad day, not feeling well, etc. In the instance of these absences, you will not be given extra time to turn in an assignment or missed classwork.

An **excused** absence (does not count as an absence) is *only* an event that is necessary for university related business, such as an athletic event or university competition. Such an absence must have proper written documentation provided by the appropriate department. If this documentation is not provided, any days missed will be counted as an absence.

Course Syllabus
This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated via D2L, e-mail, and announced in class if applicable.

E-mail Communication Guidelines
I expect upper-division students (which you are!) to be able to communicate professionally. Occasionally, you may have to communicate with me. **When communicating with me via e-mail, always include your first and last name and the course name in the subject line.** Be sure to have a proper salutation in your e-mail to me. You can address me as Ms. White, Instructor White, or Professor White. Do not address me by my first name or leave out the salutation, as that is not considered professional or appropriate. Your e-mail should have proper spelling, punctuation, and capitalization. Your e-mail should also have a "signature," including your first name, last name, and M#. If your e-mail does not follow these guidelines, **I may not answer your e-mail**. All of these guidelines reflect business-appropriate and professional e-mail communication standards. Many of you use your phones to send emails, so you may have to adjust your typical responses to reflect a more professional tone.

Grading and Feedback
All the course activities will generally be graded one week after the set due date on an absolute scale. You can check your grades by going to Gradebook. If there is any discrepancy in the grade, you must contact me immediately.

Late Work
Assignments are due at the specified time due in the syllabus. Late assignments are a reflection of your professionalism, or lack thereof. By definition professionals are not late with their work.

At the Instructor's discretion, an assignment **MAY** be accepted late under very specific circumstances considered "valid and documented" (see definition below). Excuses that are not valid include: having deadlines in other classes or at work, having a bad day, oversleeping or running late, not feeling well, roommate issues, internet issues, computer issues, etc.

- Valid, documented excused absences fall in the following categories: medical, legal, or a serious personal issue beyond your control (e.g., relative's death or severe illness; car accident). A valid, documented excuse MUST BE DOCUMENTED. Understand that you will be expected to provide appropriate documentation, such as a doctor's note, insurance or police reports, hospital admission paperwork, obituary, travel documentation, etc. Additionally, with a valid, documented excuse, a late submission is NOT automatic. The student must communicate with the professor so that an agreed upon time-frame for when the assignments will be accepted can be determined. Late penalties may apply.

IF (and that is a BIG if) I agree to accept an assignment late (that means I have agreed to re-open the folder so you can submit it), it may incur the following penalties: up to 24 hours late, receiving a 10% deduction from the final grade; 24-48 hours late, receive a 25% deduction from the final grade; and after 48 hours, there is a 50% deduction from the final grade. **The Instructor is not obligated to accept late work at all.**

Midterm Progress Report
In order to help students keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through each student's WebWorld account or Navigate account. Only at-risk students will receive the Midterm Progress Report. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should schedule a meeting with the course instructor.

Response Policy
I always try to respond within 24 hours to an email or phone message during regular work days (Monday through Friday, 8 am to 5 pm). If you contact me after 5pm on Friday, do not expect a reply until Monday; for scheduled University Holidays, I do not check my email and will typically respond on the next workday.

Turnitin or Similar Detection Tools
This course may utilize plagiarism or AI detection tools to evaluate assignments. If you are found to have more than 25% of similarity or AI detection, and/or you fail to disclose the use of AI or cite any sources properly, you may be at risk of academic dishonesty and plagiarism which will be dealt with as explained above.

Zoom Etiquette
If you and I are meeting via Zoom or live stream, my expectations of you are as follows:
1. I expect you will be in the Zoom live stream at the designated start time, and I will allow you into the meeting when I am ready to meet.
2. I expect your Zoom video to be turned on at all times during the meeting;
3. I expect that you will be visible in the video at all times and pay attention;
4. I expect that you are proficient at muting and unmuting your microphone, as I expect to interact with you.

5. I expect you to be attired just as you would if sitting in the classroom or during live office hours.

Important Dates
Change of schedule or late registration: **January 16-19, 2024**
Deadline to file for May graduation: **February 12, 2024**
Spring Break begin: **5:00 p.m., March 9 (March 10-16)**
The last day for students to drop with a grade of "W": **4:00 p.m., April 24, 2024**
- Drops after this deadline will receive grades of "F"

Last day of regular classes: **May 3, 2024**
Final examinations begin: **May 4, 2024**
Commencement: **May 11, 2024**

Module	Topics	Assignments Due
Week 1 **Jan 15-21** **MLK Holiday Jan 15**	No class Monday, MLK Observation Course Introduction & Syllabus; What is social innovation, social entrepreneurship and social enterprise?	**Monday** – None **Wednesday**: Course Introduction; Syllabus
Week 2 **Jan 22-28**	What is your big idea? Defining your issue/cause/need Problem Tree & Objective Tree	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities
Week 3 **Jan 29 - Feb 4**	Mission, Vision & Values Value Proposition	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities
Week 4 **Feb 5 - 11**	What is your brand? Know your Market Guest speaker: SBDC	**Monday –** Lecture and class activity **Wednesday** – Lecture and discussion; • Exercise/activity #1 due by 11:59 pm on **Friday**
Week 5 **Feb 12 - 18**	Best Practices; Competitive Analysis; Positioning Statement	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities
Week 6 **Feb 19 - 25**	What is the best structure for your business? Board governance Staff and job descriptions Organizational charts	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities • Exercise/activity #2 due by 11:59 pm on **Wednesday**
Week 7 **Feb 26 - Mar 3**	Solution Design Prototyping User Testing	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities
Week 8 **Mar 4-10**	Measures and Indicators SMART Goals Logic Model	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities • Exercise/activity #3 due by 11:59 pm **on Friday**
Week 9 **Mar 11-17** **Spring Break**	Mar 11-17 Spring Break	Mar 11-17 Spring Break
Week 10 **Mar 18-24**	Financial Assumptions Financial indicators Pricing strategies	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities •
Week 11 **Mar 25-31**	Building a budget Cashflow sheets	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities
Week 12 **Apr 1-7**	Startup costs Financing your venture	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities • Exercise/activity #4 due by 11:59 pm on **Friday**

Module	Topics	Assignments Due
Week 13 **Apr 8-14**	Guest speaker: Dr. Manley	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities ideaMSU DRAFT business plan due to Ms. White by 11:59 pm on **WEDNESDAY**
Week 14 **Apr 15-21**	In class time to work on business plans	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities ideaMSU FINAL business plan due to Dr. Manley by 5:00 pm on **WEDNESDAY** AND also must be submitted to Ms. White in D2L
Week 15 **Apr 22-28**	In class time to work on business presentations	**Monday** – Lecture; class discussion and activities **Wednesday** – Lecture, class discussion and activities
Week 16 **Apr 29-May 3**	Final Business Presentations	**Monday:** FINAL PRESENTATIONS in class **Wednesday**: FINAL PRESENTATIONS in class **FRIDAY**: Attend the ideaMSU finalist presentations