



Syllabus: MGMT 4643
Social Innovation Practicum
Monday and Wednesday 2:00 to 3:20 pm Dillard Building 345
Spring Semester 2023

Instructor: Sonia White, M.S.
Office: Dillard 278 (this is a new office for 2022-2023)
Email: Sonia.White@MSUTexas.edu
Phone: (940) 397-6996

Office Hours

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.

Mondays: 3:30 pm to 5:00 pm; Tuesdays: 8:30 am to 10:00 am; Wednesdays: 8:00 am to 10:00 am; or by appointment

Required 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 textbook is *required*:

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

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.

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](http://msutexas.edu) 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 in 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.

Any absence requires instructor notification in **advance**, or you will have points **deducted**. If you are sick or have an emergency in which you cannot give advance notice, please notify me as soon as possible. If you are absent from class, you will earn zero points for attendance. If you are late to class, or leave class early, you will have points deducted. If you miss class more than 5 times you will be dropped from the class with an F.

Class activities (75 points each; total 300 points)

As part of this course, you will work in either pairs or in a group of three to create a socially conscious business, either for-profit or nonprofit. Your business must have a “triple-bottom”

social, environmental, financial) line impact. This project will be broken down into smaller segments parts, each worth 75 points.

Social Enterprise Written Plan (200 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 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 group 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 projects and assignments. The written business plan should be a socially conscious business, 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 and provide a copy to me as well to get the full credit for submitting.

Social Enterprise Pitch/Final Exam (200 points)

If your submission to i.d.e.a.MSU is chosen as one of the six finalists, you will make an oral presentation to the judges of the business competition. If your submission is not chosen as a finalist, you will make your oral presentation to the class. 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) which will need to be submitted to the instructor via D2L. The social enterprise pitch counts as your final exam for the course.

Course Grades

Activities	Points
Attendance and professionalism (up to 10 pts per class)	300 pts
Class activities and presentations 4 @ 75 pts each	300 pts
Written business plan/i.d.e.a.MSU submission (group grade)	200 pts
Business plan presentation/Final (group grade)	200 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

Official Policies

Academic Integrity

With regard to academic honesty, students are referred to the “Student Honor Creed” in the undergraduate catalog. Academic dishonesty (cheating, collusion, and plagiarism) is

taken seriously and will be investigated. **Please understand that integrity is very important to me. Cutting and pasting text from the internet without citing the source constitutes plagiarism. I use plagiarism software to identify instances of using uncited sources.** My rule of thumb is that if you are using three or more words in a row from a source, it needs to be identified as a direct quote and cited. Copying material from the web and changing every few words also constitutes plagiarism. The same is true for oral assignments. Use your words and your original thoughts, not the words and thoughts of some other source. If I discover that a student has engaged in academic dishonesty (cheating, collusion, and/or plagiarism) on any work for this course, they will receive an F (0 points) for that work. Repeated instances will result in failing the course. All instances of academic dishonesty will be reported to the Dean of Students.

Americans with Disabilities Act

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request accommodation, that student should please contact me as soon as possible. Any student requesting accommodations should first contact Disability Support Services at 940-397-4140 in room 168 Clark Student Center to document and coordinate reasonable accommodations if you have not already done so.

Attendance / Participation / Tardiness

Regular attendance is expected and roll will be taken. ***Students will more than 5 absences will be dropped from the course, without exception.*** 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 would like to attend virtually, I will provide you with a zoom link, but only if you have notified me prior to the start of class. This will still count for less than in-person attendance, but more than missing class altogether. If you too ill to attend virtually, or circumstances prevent you from attending virtually, I will not record class. 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, 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.

COVID-19 diagnoses will be treated like any other “valid, documented” absence and must have proper documentation, such as a doctor’s note, or a dated letter with the COVID-19 diagnosis.

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, if the instructor was notified of a possible late submission PRIOR to the assignment being late, the assignment **may** be accepted with the following penalties incurred: up to 24 hours late receive a 10% deduction from final grade; 24-48 hours late receive a 25% deduction from 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.**

Course Communication

Email Communication Guidelines: I expect upper division students (which you are!) to be able to communicate in a professional manner. From time to time you may have to communicate with me and email is the best way to reach me. When communicating with me via email, always include in the subject line your first and last name as well as the name of the course you are emailing me about. Be sure to have a proper salutation in your email 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. Your email should have proper spelling, punctuation and capitalization. Your email also should have a “signature” which includes your first name, last name and your M#. If your email does not follow these guidelines, I MAY NOT ANSWER YOUR EMAIL. All of these guidelines reflect business appropriate and professional email communication standards.

Concealed Carry

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University’s webpage on [Campus Carry Rules and Policies](#).

Course Syllabus

This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated via D2L, via email and/or announced in class. Please print and keep this syllabus as a reference because you are responsible for the assignments and the information contained in the syllabus.

COVID-19 Procedures

Please visit the MSU Texas Coronavirus [webpage](#) for the most up-to-date information about COVID-19 and MSU Texas policies and procedures.

Grades

Grades will be entered into the gradebook on D2L. It is the student’s responsibility to keep copies of submitted assignments. Technical glitches happen, you will need to hold on to your final copy of any assignment if a file does get lost. **Any request to change a grade must be made to the instructor via email within one week of when the grade was posted to D2L.**

In order to help students keep track of their progress toward course objectives, the instructor will provide a Midterm Progress Report through each student’s WebWorld account. At the mid-

semester point, the instructor will review each student's average to date. If a student has less than a C average for the class, the mid-term grade will be reported in WebWorld. Midterm grades will not be reported on the students' transcripts; nor will they be calculated in the cumulative GPA. They simply give the student 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 Ms. White to discuss ways to improve performance.

Grade Appeals

Any student who believes a final grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. See the MSU Student Handbook for University policy on grade appeal.

Zoom Etiquette

If you and I are meeting via Zoom or live stream, my expectations of you are as follows:

1. I expect that you 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 paying attention;
4. I expect that you be 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 you were sitting in the classroom or in the office during live office hours.
6. I expect you to be upright, in a seated position, in a chair or at a desk, NOT in a prone position in bed, on the floor or on the couch.

Important Dates

Change of schedule or late registration: **January 13-16, 2023.**

Deadline to file for December graduation: **February 20, 2023**

The last day to drop with a grade of "W": is **by 4:00 p.m., March 27, 2023.**

Last day of classes: **May 5, 2023**

Final examinations begin: **May 6, 2023**

Module	Topics	Read & Review	View Lectures & Videos	Assignments Due
Week 1 Jan 17-20 MLK Holiday Jan 17	No class Monday, MLK Observation Course Introduction; Syllabus;	No class Monday Distribute textbooks	Monday- Wednesday – Course Introduction & Syllabus	Monday – None Course Introduction; Syllabus
Week 2 Jan 21-27	What is social enterprise and social innovation? What is the triple bottom line?	Read Introduction and Chapter 1, <i>The Social Entrepreneur's Handbook</i> , MacMillan & Thompson Vocabulary List 1	Monday – Lecture Wednesday - YouTube Videos; REDFWorkshop videos	Monday – Lectures Wednesday – in class discussion over videos; class exercises
Week 3 Jan 28-Feb 3	Mission, Vision & Need; Problem Tree & Objective Tree		Monday –Describing the Social Problem & Identifying the Cause Wednesday – Problem Tree & Objective Tree	Monday – Come to class ready to discuss a social concern to be addressed by a social enterprise Wednesday –Problem Tree & Objective Tree activities
Week 4 Feb 4-10	Mission, Vision & Need; Problem Tree & Objective Tree	Read Chapter 3 & 4, <i>The Social Entrepreneur's Handbook</i> , MacMillan & Thompson	Monday – Lecture: Idea Generation and Best Practices (WS-1) Wednesday – In class activities	Monday – Lecture and discussion Wednesday – Class activity: Create a problem, mission, and vision statements
Week 5 Feb 11-17	Best Practices; Competitive Analysis; Segmentation,	Review Intro and Chapters 1-4, <i>The Social Entrepreneur's Handbook</i> , MacMillan & Thompson Vocabulary List 1	Monday – Wednesday – Segmentation for Social Enterprises, Part 1 (WS-1)	Monday: Lecture and discussion, Group activity #1 due by 11:59 pm Wednesday – Class activity: Identify best practices
Week 6 Feb 18-24	Best Practices; Competitive Analysis; Segmentation,	Read Ch. 5 <i>The Social Entrepreneur's Handbook</i> , MacMillan & Thompson Vocabulary List #2	Monday – Segmentation , Part 2 (WS-2) Wednesday – Lecture and discussion	Monday – Lecture and discussion, Wednesday – Class activity: Competitive analysis & positioning statement
Week 7 Feb 25-Mar 3	Understanding the Beneficiary Screen In & Screen Out Criteria	Read Ch. 7 & 8, <i>The Social Entrepreneur's Handbook</i> , MacMillan & Thompson Vocabulary List #2	Monday- Understanding the Beneficiary (WS-2) Wednesday – Screen In & Screen Out Criteria (WS-2)	Monday – Lecture & Discussion; Group activity #2 due by 11:59 pm Wednesday – Class activity: Beneficiary (client & customer)

Module	Topics	Read & Review	View Lectures & Videos	Assignments Due
Week 8 Mar 4-10	Describing the Solution	Read Ch.8, <i>The Social Entrepreneur's Handbook</i> , MacMillan & Thompson Vocabulary List #2	Monday – Describing the Solution (WS-2) Wednesday: Group Presentations, Presenting the Solution	Monday – Lecture and discussion Wednesday – Class activity: staff roles & responsibilities
Week 9 Mar 11-17 Spring Break	Mar 11-17 Spring Break	Mar 11-17 Spring Break	Mar 11-17 Spring Break	Mar 11-17 Spring Break
Week 10 Mar 18-24	Quiz #2 Defining Performance Criteria	Review Chapters 5, 7-8,10 Vocabulary List #2 Read Ch. 2, <i>The Social Entrepreneur's Playbook</i> , MacMillan & Thompson	Monday: Lecture Wednesday: Defining Performance Criteria (WS-3)	Monday: Lecture & Discussion; Wednesday: Class activity: Product & program design
Week 11 Mar 25-31	Framing and Scoping the Venture Operations Realities	Read Ch. 9 & 6, <i>The Social Entrepreneur's Handbook</i> , MacMillan & Thompson Vocabulary List #3	Monday: Framing & Scoping the Venture, (WS-3) Wednesday: Operations Realities (WS-3)	Monday: Lecture & Discussion; Group activity #3 due by 11:59 pm Wednesday: Class activity: Performance evaluation
Week 12 Apr 1-7	Guest Speaker Cost Table	Guest Speaker Dr. Scott Manley Read Ch. 10 & 11, MacMillan & Thompson	Monday: Guest Speaker Wednesday: Cost Table	Monday: ideaMSU information session; Lecture & Discussion Wednesday: Class activity: Financial projections
Week 13 Apr 8-14	Early Validation/Lean Start Up Stakeholder Analysis	Read Ch. 13, <i>The Social Entrepreneur's Handbook</i> , MacMillan & Thompson Vocabulary List #3	Monday: Early Validation (WS-4); Lean Start Up Wednesday: Stakeholder Analysis (WS-4; DPro)	Monday: Lecture and discussion; Group activity #4 due by 11:59 pm Wednesday: Lecture & Discussion; i.d.e.a. MSU drafts due
Week 14 Apr 15-21	Quiz #3	Review Chapters through Chapter 11, Vocabulary 3	Monday: Quiz Wednesday: Stakeholder Analysis (WS-4; DPro)	Monday: i.d.e.a.MSU business plan submissions date & time TBD Wednesday: Class activity

Module	Topics	Read & Review	View Lectures & Videos	Assignments Due
Week 15 Apr 22-28	ideaMSU presentations Group work	Read Ch. 12-14, MacMillan & Thompson	Monday: ideaMSU practice presentations in class Wednesday: group work	Monday: i.d.e.a. MSU practice presentations Wednesday: Class activity
Week 16 Apr 29-May 5	Group Work Final Business Presentations		Monday: group work Wednesday: Presentations and written business plan due	Monday: Class activity Wednesday: Final business plan and presentation DUE in class