



Social Venture Creation

PUBAFRS 5800, Autumn 2013

Wednesday from 5:30 – 8:10pm

Classroom: Page Hall, Room #20

Credit hours: 3

Adjunct Instructor: **Joe DeLoss**

Phone: **614.859.5638**

Email: joe@nobul.com (preferred communication)

Office Hours: **30 minutes before and 30 minutes after class, otherwise by appointment**

DESCRIPTION

This is a unique and unprecedented course established to provide students with insight, experience, and access to the evolving field of social entrepreneurship. Students will be engaged with a variety of perspectives from community leaders while they make a case for an original social venture idea with the support of a small team of peers. Class will emulate the environment of a start-up enterprise and is best suited for ambitious students with a willingness to think disruptively about the traditional approaches to tackling social problems.

OBJECTIVES

With several changes, course objectives follow those established by the Sullivan Social Entrepreneurship Institute and Ashoka U. During the course of the semester, students will establish:

Knowledge to:

- Understand the complexities of major social problems related to poverty, education, healthcare, environmental sustainability, and human rights.
- Analyze how social entrepreneurs are addressing these problems and transforming society to deliver social impact in distressed communities in the US or globally.

Skills to:

- Pursue social entrepreneurial opportunities by identifying a good business opportunity and writing a business plan for a social venture.
- Leverage resources from human capital, social capital, financial capital and environmental capital through marketing, communication, and leadership.
- Develop an innovative project, using the knowledge, skills, and experience, that will create social value on a local, national or international level that can be implemented after the course ends.

Passion to:

- Become a social change agent to advocate and become an agent of change in your capacity not only as a social entrepreneur, but also if you work for and with the non-profit, corporate, or government sectors.
- Take an active role in building your own entrepreneurial skills to prepare yourself to be a part of “the change you wish to see in the world.” (Gandhi)

READING

A traditional textbook is not required for the course. Readings found on the schedule will be distributed in-class, via email, or on Carmen. Graduate students will be required to read *Uncharitable* by Dan Pallota (ISBN: 1584659556). Undergraduates are encouraged, but not required, to do the same.

GRADING & ASSIGNMENTS

Protocol

All written assignments must be submitted by email to joe@nobul.com before class **AND** in paper-format during class. Papers should be double-spaced, typed, and stapled. Emails or voicemails needing a response should be sent 24 hours before response is needed.

Speaker Response Papers

Two response papers will be required during the course of the semester. The objective of the papers is to develop and share your own views on guest speakers. One of the two papers must be written on the Bridges out of Poverty discussion. The format is simple. Respond in 3 or fewer pages with critical thoughts, contentions, and/or applications of ideas presented. Response papers count as 20% of your grade.

Uncharitable Response Paper (grad students only)

An additional response paper will be required of graduate students. The objective of the papers is to develop and share your own views on the book, *Uncharitable*. Respond in 3 or fewer pages with critical thoughts, contentions, and/or applications of ideas presented in the book. The *Uncharitable* response paper and your contribution to the discussion will be considered in your participation grade.

Business Model Canvases

Two business model canvases are required. The first canvas will be on an existing social enterprise. The second will be on an original idea. Canvases must follow the template established by the Business Model Foundry. Elaborated instructions and expectations will be provided as a component of course discussion. The canvases count as 15% of your grade.

Business Plan

The business plan is the capstone project of the course and will be completed in small teams. A detailed outline and expectations will be provided as a component of course discussion. The business plan may not exceed 40 pages in length. The business plan counts as 35% of your grade.

Final Presentation

The final presentation is your team's opportunity to tell a compelling story about your social venture. The presentation must include a visual aide created in PowerPoint or Prezi incorporating instructions and expectations provided as a component of course discussion. The final presentation counts as 10% of your grade.

Team Evaluation

The team evaluation is an opportunity to share your insight and perspective on your team's working dynamics. In less than 3 pages articulate why your team worked effectively or ineffectively. Cite specific examples of each team members' contributions, including your own. Please rank each team member's contribution using percentages adding up to 100%. Team evaluation counts as 5% of your grade.

Class Participation

Class participation is a combination of in-class assignments and exercises, attendance, *Uncharitable* book discussion (grads only), input from the team evaluation, and instructor discretion. Class participation counts as 15% of your grade, 5% of which is derived directly from your peers' evaluation of your performance.

Course Schedule

A course schedule is included on the next page. Please note heavy emphasis on community leaders participating to provide insight, mentorship, and unique perspectives to our class. Due to speaker availability, the schedule is subject to change. Thanks in advance for your flexibility.

Grading scale

93 - 100	A	80 - 82	B-	68 - 69	D+
90 - 92	A-	78 - 79	C+	64 - 67	D
88 - 89	B+	73 - 77	C	63 & below	E
83 - 87	B	70 - 72	C-		

POLICIES

Academic Integrity

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct (http://studentaffairs.osu.edu/info_for_students/csc.asp).

Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated. Students should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

SAMPLE

ANTICIPATED SCHEDULE

Date	Focus/Discussion	Speaker	Readings Due	Assignments Due
8/21/13	Course/Personal Introductions			
	Syllabi Review			
	What is Social Entrepreneurship?		In-Class: <i>Complex</i>	
8/28/13	Reading Discussion		Duke: <i>Blurring</i>	
	Business Model Canvas		SSIR: <i>Definition</i>	
	Social Venture Panels	Multiple	HBR: <i>Multiple</i>	Panel Questions
9/4/13	Reading Discussion		HBR: <i>Shared Value</i>	
	Social Venture Review			1st Business Model Canvas
	Idea Generation Exercise			
9/11/13	Bridges Out of Poverty Workshop	Lou Seipel: <i>Broad Street UMC</i>		
9/18/13	Idea Pitch			2nd Business Model Canvas
	Team Formation			
	Operating Agreements			
9/25/13	Business Plan Outline		FrameWork B-Plan	Operating Agreements
	Reading Discussion		<i>Video</i>	
	Social Entrepreneurship Strategies	Sean McGee: <i>Cause Impact</i>		
10/2/13	Reading Discussion		engageSPARK: <i>Blog</i>	
	Legal Options: <i>Pros & Cons</i>	Dave Gillespie: <i>The Gillespie Law Group</i>		
10/9/13	Financial Planning			
	Pro Forma Creation			
	Cash Flow Management			
10/16/13	Reading Discussion		Fast Co: <i>Move</i>	
	Marketing: <i>Mission & Margin</i>	Anthony Trimpe: <i>Longstride</i>	SSIR: <i>Hidden</i>	
10/23/13	Reading Discussion		HBR: <i>New \$...</i>	
	ROI & SROI Calculations		REDF <i>SROI TBD</i>	
	Funding Strategies	Tony Wells: <i>Tony R. Wells Foundation</i>		
10/30/13	Launch Strategies		HBR: <i>Lean Changes</i>	
	Board Formation	TBD		
11/6/13	Reading Discussion (Grads only)		<i>Uncharitable</i>	Response Paper (grads)
11/13/13	Plan Review			Business Plan Draft
	Shark Tank Preparation			
	Pitching	Brian Zeurcher: <i>Wakeup Startup</i>		
11/20/13	Shark Tank Exercise	Multiple		
11/27/13	No Class, Thanksgiving Break			
12/2/13	Final Presentations			Business Plan
	Team Evaluations			Team Evaluations
	Farewell Lessons			Slide Deck