

## **CESC 98A: Social Entrepreneurship Summer Institute**

Instructor: Shelby Kretz

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This seminar will explore the topic of social entrepreneurship, digging into traditional entrepreneurship, social models, social impact, and non-profits. We will emphasize the research and development of novel organizations designed to contribute to the greater good. Together, we will explore questions such as: How can entrepreneurship be a catalyst for social change? In what ways is the landscape of entrepreneurship changing? What factors must be considered to create a truly ethical and sustainable organization?

In the first half of the course, students will learn the basics of researching and creating a mission-oriented venture. It will involve lectures and research focused on social models of entrepreneurship, the lean startup framework, design thinking, and team building. In the second half of the course, students will put that knowledge into action by joining together in groups to create a business venture of their own. Each team will prepare a pitch to present to a panel of entrepreneurs for feedback at the end of the course.

### **Requirements:**

1. **ATTENDANCE AND PARTICIPATION (50%)** - Attendance at all class sessions (please notify the instructor of any anticipated absences in advance of class), active participation in classroom discussions and projects, and participation in entrepreneurship project. Students must attend sessions live. Video recordings will not be available as in-person attendance and participation is necessary for success in the course.
2. **FINAL PROJECT AND PRESENTATION (50%)** - For the final projects, students will engage in a hands-on experience of ideating and creating an entrepreneurial venture. Students will work on this project throughout the course, and they will give a final presentation about their project and what they've learned.

**Grading:** Pass/No Pass

**Reading:** All readings will be available on the course website or online.

**Learning Objectives:** The course is intended to accomplish the following learning objectives:

1. Introduce students to the field of social entrepreneurship.
2. Explore multiple approaches to entrepreneurship and social impact.
3. Inspire students to imagine their own ability to create social change through entrepreneurship.
4. Allow students to engage in a hands-on entrepreneurship experience.

### **Academic Honesty**

Your work in this course must be entirely your own. This means that all ideas and words submitted in your name must be your own unless you attribute them to someone else with a citation. Sources accessed online must be cited in the same ways as printed material. If you are in doubt about anything, be sure to ask. Academic dishonesty is a serious violation of the educational goals of this course.

### **Tentative Course Schedule**

*Note: This schedule is subject to change at any time based on the judgment of the instructors. The entire course will be synchronous learning, and it is expected that students will attend the sessions live.*

**Week One:** In week one, we'll cover important basics of entrepreneurship and social impact. Week one will include lectures, guest speakers, and workshops to get students thinking about different aspects of social entrepreneurship. At the end of the week, we'll form teams for the final projects. All classes are

- Day 1:           **Introduction to Entrepreneurship and Social Entrepreneurship**  
An overview of models of entrepreneurship, including for-profit and non-profit structures.
- Day 2:           **Lean Startup Framework and Lean Canvas Approach**  
Review of the lean startup framework, which emphasizes the fast and cheap creation of new ventures for rapid testing.
- Day 3:           **Minimum Viable Product (MVP)**  
Go deeper into the concept of minimum viable products and start to understand the basics needed to start a business.
- Day 4:           **Design Thinking and Idea Generation**  
Focus on the creative process of design thinking, problem solving, and generating venture ideas.
- Day 5:           **Team Formation and Idea Selection**  
Students will be put into teams and select final project topics.

**Week Two:** In week two, we'll focus on the hands-on project of designing a social venture. Week two will be primarily group work on the final project with hands-on support from the instructional team, supplemented with additional lectures and guest speakers.

- Day 6:           **Market Research**  
Students will learn about market research and then conduct market research for their own venture idea.
- Day 7:           **Understanding Social Missions and Social Impact**  
Students will take a historical and modern look at social impact, venture missions, and the meaning of ethical entrepreneurship, and they will start to assess the integrity of their own social impact plan.
- Day 8:           **Marketing and Sales**  
Students will learn about various approaches to marketing and sales, and they will create and implement their own marketing and sales plans.
- Day 9:           **Pitch Decks**  
Students will learn about putting together pitch decks, storytelling, and presenting ideas. They will put together their own pitch decks.
- Day 10:          **Final Group Presentations**  
Students will present their final projects to a panel of entrepreneurs and venture capitalists for feedback.