

Loyola University
Quinlan School of Business
Department of Management
ENTR 311 Social Entrepreneurship (12/12/13)

Instructor: Leonard F. Gingerella
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Note: Most questions, concerns, and issues can be handled through e-mail. Should a personal meeting be required, we can arrange an appointment. Refer to Blackboard for presentations, notes, assignments, etc.

Required Text:

- Text: Entrepreneurship in the Social Sector, Wei-Skillern, Austin, Leonard and Stevenson, Sage, ISBN: 978-1-4129-5137-1
- Text: Social Enterprise, M. Lane, ABA, ISBN: 978-1-60442-739-4

Additional Readings: Case Study Hand-Outs

Required Technology:

Laptop computers are strongly encouraged (but not mandatory) for note taking, research, and in-classroom real-time lab work. However, a USB Travel Drive is required for in class PowerPoint report-out presentations.

Course Overview:

The world economies, shaken by the 2007 economic crash, have left publicly traded companies searching for ways to survive in a financially stressed business environment. Similarly, government funded social programs have seen their budgets cut as a result of the weak economy, leaving a path of new social issues that, unless addressed, will become tomorrow's social crisis. Although there seems to be enough non-profit organizations to take on these emerging new social issues, their business models, based on grants and donations from the stressed poor economy, cannot meet the quantifiable social impact challenge and financial sustainability.

Essentially, the business model of current non-profit organizations requires redesign -redesign from a philanthropic grant/donation model to a results-based social impact sustainable business model. This change to sustainable business models is feeding the development of a new generation of social entrepreneurs; social entrepreneurs focused on social impact projects with a sustainable financial backbone.

The Entrepreneurship 311 course introduces students to this new generation of social entrepreneur. Building on the financial principles of the traditional for-profit sector, students acquire new insights and tools to effectively design and measure the social impact and return on capital spent by applying sustainable financial business principles.

Course Learning Objectives:

Course learning objectives will be achieved through classroom instruction and application of concepts through real-time civic engagement projects. Specific course learning objectives are:

- Demonstrate an understanding of the terms *social entrepreneurship*, *social enterprise* and *social impact*, what they include, and what makes them different.
- Demonstrate the use of business analytical tools to quantify social issues and the measurement of social impact
- Demonstrate an understanding of sustainable non-profit business models through hands-on application.
- Demonstrate an understanding of the social mission organizations legal entities and tax issues.
- Demonstrate an understanding of non-profit philanthropic market characteristics.
- Demonstrate the application of primary research to determine need, funding sources and return of hybrid non-profit models
- Develop a differentiated marketing model based on research that can sustain and scale.
- Develop critical thinking skills through case study analysis, experiential exercises and team projects.
- Develop effective communication skills through in-class presentations of assignments and projects.

Course Assessment Process:

<ul style="list-style-type: none"> • Demonstrate an understanding of the terms <i>social entrepreneurship</i>, <i>social enterprise</i> and <i>social impact</i>, what they include, and what makes them different. 	<p>Successful completion through text assignment and in-class case analysis</p>
<ul style="list-style-type: none"> • Demonstrate the use of business analytical tools to quantify social issues and measurement of social impact 	<p>Successful completion through text research assignment, case study analysis and project application of concepts.</p>
<ul style="list-style-type: none"> • Demonstrate an understanding of sustainable non-profit business models through hands-on application. 	<p>Successful completion through the application of course concepts within the civic engagement projects.</p>
<ul style="list-style-type: none"> • Demonstrate an understanding of the social mission organizations legal entities and tax issues. 	<p>Successful completion through the application of course concepts within the civic engagement projects.</p>
<ul style="list-style-type: none"> • Demonstrate an understanding of non-profit philanthropic market characteristics. 	<p>Successful completion through the application of course concepts within the civic engagement projects.</p>
<ul style="list-style-type: none"> • Demonstrate the application of primary research to determine need, funding sources and return of hybrid non-profit models 	<p>Successful completion through text assignment and hard copy development of unique business model</p>
<ul style="list-style-type: none"> • Develop a differentiated marketing model based on research that can sustain and scale. 	<p>Successful development of a market factors map identifying barriers to success.</p>
<ul style="list-style-type: none"> • Develop critical thinking skills through case study analysis, experiential exercises and team projects. 	<p>Successful completion through the application of course concepts within the civic engagement projects.</p>
<ul style="list-style-type: none"> • Develop effective communication skills through in-class presentations of assignments 	<p>Successful completion through project</p>

and projects.	report-out presentations
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Instructional Format:

The course instructional format is based on an engaged learning model. Teams will be assigned to real world projects and follow the project through completion. Projects selected may vary in business model focus but all projects will have a social impact mission and a sustainable business model.

For the spring 2014 ENTR 311 term, students will be assigned to the following project:

- **Social Enterprise Alliance:** This project will include the market research and development of a L3C sustainable business plan for a e-commerce market portal.
- For preparation of learning engagement assignments, Monday classes will consist of lecture & knowledge concepts required for project engagement. Subsequent Wednesday and Friday classes will be lab based, applying the learning components covered in lectures

The course goal is to immerse learners into various aspects of non-profit 501c and L3C formation, transforming theories to application. Students will demonstrate an understanding of the systemic relationship between the various components of a sustainable business model through project engagement and the completion of assigned project tasks.

Academic Dishonesty

All forms of academic dishonesty are prohibited. This includes:

- Plagiarism - the use of materials from books, notes, and other sources in the student’s written work without due credit to the sources used, and is presented as the student’s original intellectual material.
- Cheating - the copying or sharing of test information/answers, copying of assignments, reports, term papers, team projects, etc.

Plagiarism or cheating could result in automatic course failure (grade F) and possible school disciplinary action.

Course Performance Requirements:

Student performance will be measured (graded) across four dimensions:

#1: Individual

- Writing Assignment Case Analysis (6)
Assigned in class

#2:

- Exams: Midterm & Final

#3:

- Class attendance & participation
 - Ref attendance & participation policy

#4: Team

- Team civic engagement project assignment deliverable

Grade Criteria:

Individual Assignments:

- Writing Assignments (6) 300 points (50 pts ea)
 - Midterm exam 150 points
 - Final Exam 200 points

 - Class Attendance & Participation (Ref policy below) 50 points
Attendance is mandatory and will be recorded

 - Team Civic Engagement Project 300 points
- Total Points: 1000 points

Grade scale

A	1000-950	C+	766-723
A-	949-900	C	722-700
B+	899-833	C-	699-667
B	832-800	D+	666-633
B-	799-767	D	632-600
		F	Below 600

Attendance & Participation Policy:

Attendance is required. Your contribution is an important part of the learning experience gained by each of your peers. Absence means you are taking away from the class dynamic and evolving culture of the class. **You are allowed a maximum of three unexcused absences. Additional missed classes will result in a 10-point per class missed grade point reduction. Late class arrival (10 minutes +) will be counted as absent.** Additionally, the degree of prepared insight and opinion regarding assigned topics will be used to measure class prep and participation.

Class Conduct: This class will be conducted as an adult learning experience. The classroom will be considered a safe learning environment for intellectual debate, disagreement, and personal opinion. Respect must be given to all individual presentations and opinions, regardless of agreement or disagreement.

INSTRUCTOR BIO: Leonard F. Gingerella

Mr. Gingerella has over 30 years executive leadership experience including division president and executive positions within fortune 500 companies. His career spans large international companies to successful technology start-ups. In addition, Mr. Gingerella’s entrepreneurial experience includes the founding, growing and subsequent selling of a multi-million dollar management-consulting firm to a NYSE company as well as mentoring several new successful start-ups.

Mr. Gingerella holds an MS degree in Business Administration from Central Michigan University. He has authored numerous published articles, is an Angel Investor, Advisory Council Chairman at Lawrence Technological University, and most recently, held the position of Entrepreneur-in-Residence at DePaul University.