SMB 517 Social Venture Business Model
Tu/Th 9:00am-1:00pm
Summer 2017

Instructor:
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Course Overview:
This course introduced students to hands-on experience needed to create and grow a successful social venture designed to achieve specific social mission. The course integrates research findings from a range of different practical and intellectual perspectives, including psychology, sociology, economics, strategic management, and history into practical, hands-on lessons for a social entrepreneur.

The course covers the initial stages of firm formation, in particular, the development of viable business model. Students will understand different types of social business model which helps achieve specific social mission. Special emphasis is given in this course to learn several techniques designed to diagnose economic and social value of social business models and to effectively develop their own viable social business model.

The course omits the general characteristics of successful social entrepreneurs, development of entrepreneurial spirit, creativity, the financial aspects of new social venture, and the nuances of preparing for particular exits (e.g., IPOs), which are covered in other courses.

Specific Objectives:
What?
We will describe the process of social entrepreneurship as an activity originating from market need, the creative recognition of opportunity, and innovative problem solving in social economies.

How?
We will understand the process by which different types of social business model are exploited through the creation of new social ventures. New social ventures should be seen as temporary organizations that are brought into existence to test the viability of a particular business model or opportunity.

Prerequisite
There are no formal prerequisites for this course. Most important, however, is that you have a real curiosity about and interest in the phenomenon of social entrepreneurship. This is not another MBA class intended to round out your toolkit. If you are hungry for more tools, take another course. However, if you have ever considered, are now considering or if you anticipate considering creating new social ventures as a career path, then you have met the essential prerequisite for participation in this class.

Additional Comments
This is not a traditional lecture-based course. Conceptual materials will be illustrated and applied to the "real world" through class discussion of cases, examples, your own experiences and your field projects. Your classmates and I expect you to attend and be well prepared for each class, having read the required conceptual materials and analyzed the assigned case study ahead of time. I also expect you to play an active role in class discussions. If all class members prepare for and actively participate in each class discussion, we will all learn more from each other and enjoy the course more.

The success of this class depends on your contributions. Since many of you have extensive experience in the workplace, you can add personal experience to the discussion that helps your peers better understand the concepts covered and how they may apply to real-life situations. I consider myself a facilitator of your learning process – somewhat like the host of a party that wants everyone to have a good time (while learning). I'm certainly not the "guest of honor" and not the only source of knowledge in this class.

Note: The detailed schedule including the list of readings will be provided on the first day of class.