



MASTER IN BUSINESS ADMINISTRATION

C O U R S E S Y L L A B U S

SOCIAL ENTREPRENEURSHIP

Course Code:	SE
Faculty :	Prof. Marie Lisa M. Dacanay (Lead Faculty)
Class:	MBA 2008
Sessions:	Second Trimester – 20 sessions

Course Description and Rationale

Social Entrepreneurship deals with the theory and practice of wealth creation with a triple bottom line – financial, social and environmental. It deals with creating space for the poor and marginalized sectors of society to more effectively participate in the economy, not only as beneficiaries but also as owners and managers of enterprises. It explores strategies and approaches on how the private sector is contributing and can contribute more effectively to the Millennium Development Goals of poverty reduction and sustainable development.

Course Objectives

After the course, the student should have been able to:

1. Appreciate the concept of a social enterprise, how it is different from a traditional business enterprise and the role of the social entrepreneur as a change agent.
2. Appreciate various models of social entrepreneurship and how they may be similar or different from models of corporate social responsibility.
3. Appreciate how social entrepreneurship relates to poverty reduction and sustainable development.

Course Structure and Requirements

Social entrepreneurship would require 20 sessions of one hour and twenty minutes. It will utilize lectures, class and case discussions and a half-day field visit to a social enterprise (equivalent to 3 sessions).

The book, *Creating a Space in the Market: Social Enterprise Stories in Asia* (Dacanay, 2004) shall serve as main reference. (Referred to as CSM:SESA hereafter)

Social Entrepreneurship will require 2 individual reflection papers – one on the field visit and the other on what the student learned from the course and its relevance to him/her as an aspiring business leader. The individual reflection papers shall comprise 50% of the students' grade for Social Entrepreneurship. The other 50% shall be based on class participation.

Course Sessions and Learning Materials

Session/Topic /Date	Activity	Readings/Cases
SE1: Course Orientation and Expectation Check Monday, October 08, 3:30 – 4:50 p.m.	Class Discussion	Course Design
SE2: An Introduction to Social Entrepreneurship Monday, October 08, 5:00 – 6:20 p.m.	Lecture Discussion	1. Getting a Handle on Social Entrepreneurship (CSM:SESA) 2. Restless People
SE3: An Introduction to Social Entrepreneurship Tuesday, October 09, 5:00 – 6:20 p.m.	Case Discussion	1. PEKERTI: Promoting Fair Trade (CSM:SESA)
SE4: Social Enterprise Development Models Tuesday, October 09, 6:30 – 7:50 p.m.	Lecture Discussion	The Ways of Social Entrepreneurship (CSM:SESA)
SE5: Empowerment Models Monday, October 15, 3:30 – 4:50 p.m.	Case Discussion	Maireang Farmers' Group: Social Enterprise in Agribusiness (CSM:SESA)
SE6: Intermediation Models Monday, October 15, 5:00 – 6:20 p.m.	Case Discussion	Basix: Equity for Equity (CSM:SESA)
SE7: Resource Mobilization Models Tuesday, October 16, 3:30 – 4:50 p.m.	Case Discussion	PETA: Journey Towards Sustainability (CSM:SESA)
SE8: Social Inclusion Models Tuesday, October 16, 5:00 – 6:20 p.m.	Case Discussion	Datamation: Bridging the Digital Divide (CSM:SESA)
SE9: The Art of Managing Multiple Bottom Lines Monday, October 22, 3:30 – 4:50 p.m.	Lecture Discussion : Measuring Social Enterprise Outcomes	1. SROI, Performance Measurement for Social Entrepreneurs 2. Exploring Development Indexing for Social Enterprises
SE10: The Art of Managing Multiple Bottom Lines Monday, October 22, 5:00 – 6:20 p.m.	Exercise : Development Indexing	1. Social Enterprise Responsibility in Ecosystem Management: PRRM and BLUMPC (CSM:SESA) 2. Measures of Empowerment and Sustainability

Session/Topic /Date	Activity	Readings/Cases
SE11: The Art of Managing Multiple Bottom Lines Tuesday, October 23, 5:00 – 6:20 p.m.	Class Discussion	1. Social Enterprise Development: Life Cycle and Life Forces 2. Six Qualities of Successful Social Entrepreneurs
SE12-14: Field Visit to a Social Enterprise Friday, October 26, 9:00 – 5:00 p.m.		
SE15: SE and Profitable Business Models Monday, October 29, 3:30 – 4:50 p.m.	Case Discussion	Profitable Business Models and Market Creation in the Context of Deep Poverty: A Strategic View
SE16: SE and Profitable Business Models Monday, October 29, 5:00 – 6:20 p.m.	Case Discussion	Profitable Business Models and Market Creation in the Context of Deep Poverty: A Strategic View
SE17: SE-CSR Interface Tuesday, October 30, 5:00 – 6:20 p.m.	Case Discussion and Film Showing	Juboken: Bo's Adventure in Ecological Entrepreneurship
SE18: SE-CSR Interface Tuesday, October 30, 6:30 – 7:50 p.m.	Class Discussion	1. Paul Rice: Fairtrade Guerilla Coffee Talk: Supplier Guidelines at Starbucks 2. Will Fairtrade Go Mainstream? Fairtrade in Perspective
SE19: SE and Sustainable Development Monday, November 05, 3:30 – 4:50 p.m.	Lecture Discussion: SE and Sustainable Development	Towards Sustainable Development Mindful Markets
SE20: SE and the Millenium Development Goals Monday, November 05, 5:00 – 6:20 p.m.	Class Discussion: SE and the Millenium Development Goals	The Millennium Development Goals