

## California State University Channel Islands

### BUS/ECON/SOC 203 Introduction to Social Business

#### Course Syllabus

Instructor: Maria Ballesteros-Sola, MBA, Fulbright Scholar  
Class Meetings: Thursdays 9:00 am – 11:50 am  
Office: SA 2016  
Office Hours: Thursdays 8 -9.00 am or by appointment  
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*"There is certainly no conflict between the responsible pursuit of profit and the service of social goals [...]. The choice is yours."*

M. Yunus

#### Program Learning Goals (PLG)

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

#### Catalogue Course Description

Interdisciplinary overview of Social Business models and their application to social, economic, technological, cultural, political and environmental issues both locally and globally. Introduction to the finance and planning of Social Businesses, as well as comparisons to traditional and other alternative business models.

#### Student Learning Outcomes

Social business is a cause-driven business. It is as social as it is a business and that requires the convergence and adaptation of traditional fields of study. Due to the "*under construction*" nature of the subject I see this class as exploratory in nature and I envision myself as a facilitator or a coach to help you get an understanding of the social business concept and its implementation.

Students who successfully complete this course will be able to:

- Define the concept of Social Business. (PLG 1, 6)
- Identify the similarities and differences between Social Business, traditional business and other alternative business models, as well as

- key related concept such as Corporate Social Responsibility, Earned Income and Social Entrepreneurship. (PLG 1, 6)
- Describe the key elements of planning, financing and managing a Social Business. (PLG 1, 4, 6)
  - Analyze the potential of Social Business to address social, economic, technological, cultural, political and environmental issues. (PLG 1, 2, 3, 6)
  - Understand current affairs in the social business arena and the most successful social business case studies. (PLG 1, 2, 3, 6)

Other critical course objectives are team building, focused and precise writing, public speaking and presentation skills, and proficiency in Microsoft Power Point, Excel and Word.

These objectives will be achieved through a mix of lectures and discussion, writing assignments, guest speakers and a group project.

### Required materials

- **“Building Social Business”** by M. Yunus (2010), Public Affairs. NY.
  - Referred to as **“BSB”** in the rest of the document
- **“Creating a World without Poverty”** by M. Yunus (2007), Public Affairs. NY.
  - Referred to as **“CWWP”** in the rest of the document
- **“Student Guide to Social Business”** free on this link
  - <http://www.grameencreativelab.com/publications>
  - Referred to as **“SGSB”** in the rest of the document
- Additional readings as posted on Blackboard and handed out in the classroom.
- Key websites:
  - [www.scoop.it/t/social-business-and-beyond](http://www.scoop.it/t/social-business-and-beyond)
  - [www.socialbusiness.csuci.edu](http://www.socialbusiness.csuci.edu)
  - [www.yunuscenter.org](http://www.yunuscenter.org)
  - [www.grameencreativelab.org](http://www.grameencreativelab.org)
  - [www.yunuscenter.org](http://www.yunuscenter.org)

### Optional reading

- **“Poverty Reduction through Social Business?: Lessons Learnt from Grameen Joint Ventures in Bangladesh”** by Kerstin Humberg (2011). Munich.
- **“Green Energy for a Billion Poor – Grameen Shakti”** by Nancy Wimmer
- **“Conscious capitalism”**

- **"Tactics of Hope"** by Wilford Welch (2008). Earth Aware, CA.
- **"Managing the Double Bottom Line: A business planning reference guide for social enterprise"** by **Sutia Kim Alter** (2000) (henceforth referred to as **"MDBL"**). You can find a free digital copy at:
  - <http://www.virtueventures.com/resources/mdbl>
- **"Enterprising Nonprofits"** by Gregory Dees (2001). Wiley Nonprofit series.
- **"The Young Entrepreneur's Edge"** by Jennifer Kushell (1999). Random House, Inc.
- **"Managing the non-profit Organization"** by Peter Drucker (1990). HarperCollins.
- **The Journal of Social Business**
- **Stanford Social Innovation Review**

**Prerequisites:** none

### Grading

Class Participation (individual)	100
Homework (individual, 20x5)	100
Mid-Term (individual)	150
Final Exam (individual)	275
Term Project (group)	325
Journal (individual)	50
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	1000

### Grading related issues

Final grade will be calculated on the weighted value of all components. Final grades will be given on the basis of the guidelines provided by school. The professor reserves the right to change the method for determining course evaluation at any time.

A+: 1000-980	A: 979-930	A-: 929-900
B+: 899-880	B: 879-830	B-: 829-800
C+: 799-780	C: 779-730	C-: 729-700
D: 699-600		
F: <599		

### Class participation and attendance

You are expected to come to class with the assigned readings completed and fully prepared to participate in the discussion. Remember that there is no formal textbook in this class so attendance becomes even more critical to achieve your learning goals.

Grading for this section will be based on **attendance, preparedness, your contributions** toward advancing class discussion, and generally **fostering learning among peers**.

Only one undocumented absence will be allowed during the semester. Each additional undocumented absence will result in a **10-point penalty** deduction from your class participation final grade.

### Homework

Homework will be assigned during the semester and will be graded as pass or fail. Failure to submit a homework assignment will result in a 20-point penalty deduction from your homework grade (per missed assignment).

Homework will be uploaded to BlackBoard **before the beginning (8.30 am)** of the class. Please cut and paste the word document in the space provided. If you are not attending the class, be sure you submit it via BlackBoard **prior to the class**. No exceptions, **late assignments are not accepted**.

### Exams & Quizzes

The Mid-Term will serve as a check- up of your progress. Also it will give you an idea of what to expect on the Final. The format will be a mix of multiple choice questions, topic questions and mini-case analysis. No make ups exams will be given.

Quizzes may be given randomly through the semester with or without notice. If you do not come to class that day your score will be 0.

### Journal – Self Reflection Analysis

Writing the Self Reflection Journal will help you to document your growing knowledge of social business and planning and your team project experience. I encourage you to write in your journal after each class, so the writing does not become a burden at the end of the semester.

The journal can be used to capture ideas about the social business model design that you are developing. You will also find it helpful for recording

group dynamics, main obstacles found, interesting inputs from the guest speakers, etc.

It should become a personal lessons learned exercise that will help you to prepare for the Midterm and Final, and also in future projects.

I will be the only person who will read the journals. I expect you to be open, honest and provide constructive feedback. I will grade it based on the analysis, organization and writing of the paper.

Please use Word, (12-point font, single-spaced and numbered) and no more than 5 pages total.

Journals are due on the Final Exam day.

### **Service Learning Team Project: Social Business Model Design**

#### Objective

The core objective is to design a social business model for a local nonprofit. The Center for Community Engagement has identified a group of local nonprofits (NFP's) with a strong interest in social business.

Teams will analyze the social problem that the NFP's are addressing. During the Social Business Lab (09/19) students and NFP's representatives will brainstorm and develop a list of social business ideas for each of the NFP's. During the semester the students will develop the business model for the assigned idea, with special emphasis on marketing, operational and financial aspects.

Students are expected to have the hands-on experience that organizations and entrepreneurs go through, and to apply the learning and insights gained in the classroom. It gives you an opportunity to advance your understanding of social problems, to identify a viable solution, to design a marketing strategy and a financial model.

The project should be also used as an opportunity to build upon "soft" skills that will always be useful in different aspects of your future career, such as

- team building
- running effective meetings
- developing leadership skills
- using effective feedback
- speaking in public
- writing effectively: remember it is a business document! (*more to come in the class*)

I expect the students to work hard on the project, but also to have fun. Hopefully, good ideas will be further analyzed and developed in the Social Business Planning class (BUS/ECON/SOC 301).

Team Size: Teams will be self-formed of 5 students per team. Each team has to have at least one student of each discipline. I will expect a note from a representative of each team letting me know who is on the team. I reserve the right to make changes in the team compositions if there is not a good balance of backgrounds and skill sets amongst the teammates. I don't want teams formed just by business majors or sociology majors.

### Deliverables

Deliverables will be submitted at the beginning of the class that they are due, except the team composition. Please submit printed documents with your name shown prominently.

There are two individual homeworks that will enhance your understanding of the NFP's and their social problem.

Team Project deliverables are identified on the Tentative Schedule Section in this syllabus with the initials TP. Details of each deliverable will be provided in Blackboard during the semester. The Final Deliverable's grade will be adjusted based on peer-review.

	<b>Deliverables</b>	<b>Week Due</b>	<b>Points</b>
0.a	<b>Team Proposal</b> : Team <b>members</b> & team <b>coordinator</b> (names, emails and phones)	09/12	0
0. b	<b>HW 2</b> : NFP description - Individual – 2 pages	09/12	Individual 20
0.c	<b>Social Business Lab</b>	09/19	25
0. d	<b>HW 4</b> NFP Social Issue Analysis – Individual – 2 pages	10/03	Individual 20
1.	<b>First Draft</b> : Overview of NFP, social issue, idea description and marketing aspects. <u>Max 4 pages</u> . Elevator Pitch	10/24	50
2.	<b>Second Draft</b> : Reviewed first draft + operational and finance aspects. <u>Max 8 pages</u> . Elevator Pitch	11/07	100
3.	<b>Final Report</b> (Executive Summary on PowerPoint + Word Document including reviewed Social Issue, complete Social Business Model). <u>Max 10 pages</u> .	12/12	150

### Final Presentation

The team will present their Executive Summary (Power Point) in front of the class on the day assigned. Oral presentation should no be longer than 15 minutes. All team members are expected to speak in the presentation. After the presentation a 5 minute Q&A will be opened. NFP's representatives will attend the final presentation.

### Final Report

The Final Report will include a Word document, no more than 10 pages long plus the Executive Summary plus any additional exhibits..

After the final presentation each team member will grade each of his/her team members in a scale from 0-100%. The objective is to evaluate your teammates' work. You will consider each of your teammate's efforts, commitment to the success of the project, and contribution to the final results, critical thinking, availability, dependability to get their work completed on time, assistance to other team members, conflict mediation and any other variables you believe were critical during the semester for a successful outcome.

Your final grade for the Final Report will be adjusted with your peers' score.

### **Guest Speakers**

In order to achieve the objectives outlined early in the Syllabus, I have invited several accomplished speakers from different countries who will share their social and business experiences in each of their industries.

The speakers have provided me with tentative dates reflected. Final dates will be confirmed via Blackboard/ classroom.

I expect the students to research the speaker's company or field ahead of time, and be able to formulate thoughtful questions that will enrich our learning.

The following schedule of assignments is subject to change with notice.

### TENTATIVE SCHEDULE

**Legend:**

- **BSB:** Building Social Business & **CWWP:** Creating a World Without Poverty – Yunus' Books, **SGSB:** Student Guide to SB
- **HW:** Homework      **TP:** Team Project

#	DAY	SUBJECT AREA	REQUIRED READINGS	DELIVERABLE	IN – CLASS ACTIVITIES
1	08/29	Introductions & Course Overview  What's a Social Business? Who is Yunus?	SGSB: page 1-19  CWWP: Epilogue	Small picture – face-Student questionnaire (distributed in the class)	<b>Guest Speaker:</b> CISB's Director How to use Google Alert & Google Doc
2	09/05	SB foundations & taxonomy (I)  Corporate Social Responsibility	CWWP: Chapters 1 & 2 BSB: Chapter 1  HBR "Shared Value" Porter, Jan- Feb 2011	<b>HW 1:</b> CSR Report <b>Student</b> pictures & info card due	<b>TP:</b> overview  <b>Guest Speaker:</b> VCCU representative
3	09/12	SB foundations & taxonomy (II)  Nonprofits & Social Enterprise	CWWP: Chapter 2 BSB: Chapters 3	<b>HW 2:</b> NFP analysis  TP members	
4	09/19	<b>SOCIAL BUSINESS LAB</b>	SPECIAL SESSION: Local non-profits' executives present		
5	09/26	SB foundations & taxonomy (II)  Social entrepreneurship	CWWP: Chapters 1 & 2	<b>HW 3:</b> TOMS essay	<b>Movie:</b> TOMS Shoes Case Discussion
6	10/03	Microfinance & Grameen Bank  Holistic SB Movement	CWWP Chapters 3 & 4 SSIR article: "Microfinance misses its marks" - Karnani	<b>HW 4:</b> Social issue analysis	<b>Movie:</b> Bonsai People  <b>Guest Speaker:</b> Martin Loeffler, Holistic SB Movement in Caldas (Colombia)
7	10/10	<b>MIDTERM &amp; Movie To Catch a Dollar</b>			
8	10/17	Malnutrition Marketing Focus	Danone Case Study: CWWP: Chapters 6 & 7 BSB Chapter 2	<b>HW 5:</b> Movie essay	<b>Guest Speaker:</b> Kerstin Humberg, author
9	10/24	Energy & Water Operations Focus	Skatki Green Energy Ms. Wimmer's article CWWP pag 94-95 BSB Ch. 6 Grameen Veolia Water	<b>TP:</b> Deliverable I	<b>TP:</b> Elevator speech presentations <b>Guest Speaker:</b> Nancy Wimmer
10	10/31	Health Care Finance Focus	BSB Chapter 4 -- To cure one child		<b>Guest Speaker:</b> Eugenio la Mesa (Italy)
11	11/07	Measuring Social Impact	Social Impact Assessment Guidance Document - Bb	<b>TP:</b> Deliverable II.	<b>TP:</b> Elevator speech <b>Guest Speaker:</b> Prof. Antonio Jimenez-Wiesbaden – Social Business City
12	11/14	Moving SB Forward	CWWP: Chapter 8, Epilogue BSB : Chapter 7 SGSB: pag.19-45		
	11/28	<b>THANKSGIVING – CAMPUS CLOSED</b>			
13	12/05	<b>TEAM PRESENTATIONS:</b> Final Social Business Ideas – Business Model Design			<b>SB News</b>
14	12/12	<b>FINAL EXAM / Journal due</b>			



**In- Class Protocol:** Cell phones and pagers are allowed in class only when they are silent/vibrate. If you need to answer an urgent call please leave the room. If your cell phone disturbs any part of the class you will be asked to leave the class and lose any points associated to that day.

Laptops are not allowed in the class unless you are using it to take class notes or to complete in-class exercises or required research. No exceptions.

### **Cheating, Plagiarism and Other Forms of Academic Dishonesty**

All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarize), cheat on tests and examination, help other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to including failing the course.

Papers with plagiarized ideas or language will be graded "F" and must be rewritten with proper use of quotations and referencing. The grade of "F" will remain the recorded grade on the assignment.

The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author's writing word for word, except for brief passages to support your thesis. When using another writer's work, accurately identify it with a proper citation and footnote.

Plagiarism or cheating on test and exams will results in an "F" (0 points) on the test or exams, very likely resulting in a lower or possibly a failing final grade in the course. To complete course requirements, students must retake the test or exam during the instructor's scheduled office hours.

Plagiarism on homework or project deliverables will result in 0 point grade for that document.

In case where the cheating or plagiarism was premeditated or planned, students may receive and "F" for the course.

### **Disabilities Accommodations**

Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me.

### **Disclaimer**

Information contained in this syllabus, other than the mandated by the University, may be subject to change with advance notice.

### **Final Thoughts**

This class and all that we strive to accomplish are about you and for you! Class is the safest laboratory that you will experience in your career. Make the most out of it! Work hard and have fun! Thank you for choosing this class. I am looking forward to working with you.

"Inspiration exists, but it has to find you working."  
Pablo Picasso