

California State University Channel Islands

BUS/ECON/SOC 203 Introduction to Social Business

Course Syllabus

Instructor: Maria Ballesteros-Sola, MBA, Fulbright Scholar, Doctoral Student
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 (CSR), Non-Profits' Earned Income Strategies (EIS) 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
 - www.socialbusiness.csuci.edu
 - www.yunussb.com
 - www.grameencreativelab.org
 - 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”** by Mackey & Sisodia (2013). Harvard Business Review Press.
- **“Tactics of Hope”** by Wilford Welch (2008). Earth Aware, CA.
- **“Enterprising Nonprofits”** by Gregory Dees (2001). Wiley Nonprofit.
- **“Managing the non-profit Organization”** by Peter Drucker (1990). HarperCollins.
- **The Journal of Social Business**
- **Stanford Social Innovation Review (SSIR) & Harvard Business Review (HBR)**

Prerequisites: none

Grading

Class Participation/ Summaries (individual)	100
Social Business in the news (individual)	30
Homework (individual, 30x4)	120
Mid-Term (individual)	150
Final Exam (individual)	275
Team Project (group/3 deliverables)	275
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.

Being prepared to class is a critical factor of your learning. As part of the class participation I will randomly ask for printed (or hand-written) summaries of each day readings. Failure to show this summary will reduce your class participation in 10 points.

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 30-point penalty deduction from your homework grade (per missed assignment).

Homework will be uploaded to BlackBoard the night **before class (11.59 pm)**. 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.

Journal entries will be submitted weekly on BlackBoard before the beginning of the following week class. Only students with 12 entries will be awarded full credit. No partial credit, no late submission.

Team Project: The Social Business Proposal

Objective

The core objective is to propose a realistic social business idea. Each team has to identify an existing social problem (local or global), propose a social new business (service or product) that can address it, and design the strategy and related tactics in order to move it from idea to reality.

Students are expected to have the hands-on experience that 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 can be focused on any kind of service or physical and specific product for the consumer market. It can include both tangible and intangible components.

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 in the class*)

I expect the students to work hard on the project, but also to have fun.

Team Size: Teams will be self-formed of 5 students per team. I will expect a page (hand-written or typed) 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.

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.

Details of each deliverable will be provided in Blackboard during the semester.

Team Project deliverables are identified on the Tentative Schedule Section in this syllabus with the initials TP. The Final Deliverable's grade will be adjusted based on peer-review.

	Deliverables	Points
0	Team Proposal: Team members & team coordinator (names, emails and phones). Get a catchy team name.	0
1.	First Draft: Overview of social issue, SB idea and Marketing elements <u>Max 4 pages</u> . Elevator Pitch	25
	Second Draft: Operations & Finance <u>Max 4 pages</u> . Elevator Pitch	75
3.	Final Report (Executive Summary on PowerPoint + Word Document including reviewed Social Issue, complete Social Business Idea proposal). <u>Max 12 pages</u> .	175

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.

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	01/23	Introductions & Course Overview What's a Social Business? Who is Yunus?	SGSB: page 1-19 CWWP: Epilogue	Small portrait picture –	Guest Speaker: CISB's Director How to use Google Alert & Google Doc Student questionnaire
2	01/30	SB foundations & taxonomy (I) Corporate Social Responsibility	CWWP: Chapters 1 & 2 BSB: Chapter 1 HBR "Shared Value" Porter, Jan- Feb 2011	HW 1: CSR Report Analysis Student pictures & info card due	SB News TP: overview Video: Non business as usual Podcast: Whole Foods
3	02/06	SB foundations & taxonomy (II) Nonprofits & EIS	CWWP: Chapter 2 BSB: Chapters 3	TP members	SB News
4	02/13	SB foundations & taxonomy (II) Social entrepreneurship	CWWP: Chapters 1 & 2	HW 2: TOMS essay	SB News Movie: TOMS Shoes Case Discussion
5	02/20	Microfinance & Grameen Bank Brainstorming Session	CWWP Chapters 3 & 4 SSIR article: "Microfinance misses its marks" - Karnani	HW 3: Social issue analysis	SB News Movie: Bonsai People
6	02/27	Holistic SB Movement Guest Speaker: Martin Loeffler, Holistic SB Movement in Caldas (Colombia)			
7	03/06	MIDTERM & Movie To Catch a Dollar – Streamline			
8	03/13	Malnutrition Marketing Focus	Danone Case Study: CWWP: Chapters 6 & 7 BSB Chapter 2	HW 4: Movie essay	SB News Guest Speaker: Kerstin Humberg, author
9	03/20	Energy & Water Operations Focus	Skatki Green Energy Ms. Wimmer's article CWWP pag 94-95 BSB Ch. 6 Grameen Veolia Water	TP: Deliverable I	SB News TP: Elevator pitch presentations
	03/27	Spring Recess – campus closed			
10	04/03	Health Care Finance Focus	BSB Chapter 4 — To cure one child		SB News Guest Speaker
11	04/10	Measuring Social Impact	Social Impact Assessment Guidance Document - Bb		SB News TP: Elevator pitch Guest Speaker: Prof. A. Jimenez- Wiesbaden – Social Business City
12	04/17	Moving SB Forward	CWWP: Chapter 8, Epilogue BSB : Chapter 7 SGSB: pag.19-45	TP: Deliverable II.	SB News
13	04/24	Getting Ready for the Final Pitch & Team time			
14	05/08	TEAM PRESENTATIONS: Final Social Business Ideas – Business Model Design			
15	05/13	FINAL EXAM			

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