

BUS/ECON/SOC 203 – Intro to Social Business

Course Syllabus

Instructor: María Ballesteros-Sola, DBA, MBA
Class Meetings: Thursdays 12:00 -14:50 – Smith Center
Office: Sage Hall 2153
Office Hours: Thursdays 8-9 am or by appointment
e-Mail: maria.ballesteros-sola@csuci.edu
ZOOM room: <https://csuci.zoom.us/my/mariaballesteros>

"There is certainly no conflict between the responsible pursuit of profit and the service of social goals [...]. The choice is yours."
M. Yunus

Business 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 that uses market-based solutions to address social issues. It 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 to help you get a good understanding of the social business and social entrepreneurship concepts, challenges of their implementation, overlapping concepts and the global social business movement.

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)
- Find and critically evaluate, and make use of appropriate and relevant information (PLG 1, 3):
 - o Access needed information and its source critically.
 - o Evaluate information and its source critically.
 - o Make use of appropriate and relevant information.

Other critical course objectives are team building, focused and precise writing, public speaking and presentation skills, and proficiency in Microsoft PowerPoint, Excel, and Word or alternative Google Docs.

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

Required materials

- **“Social Business: Theory, Practice, and Critical Perspectives”** – Grove & Berg (Editors), Springer (2014).
 - o Referred to as **“SBTPCP”** in the rest of the document.
 - o Free online copy available on CI Learn → Syllabus.
- **“Building Social Business”** - Yunus (2010), Public Affairs. NY.
 - o Referred to as **“BSB”** in the rest of this document.
 - o Free online copy available on CI Learn → Syllabus.
- Additional readings as posted on CI Learn.
- Key websites:
 - o <http://socialbusinesspedia.com/>
 - o www.socialbusiness.csuci.edu
 - o www.yunussb.com
 - o www.grameencreativelab.org
 - o www.yunuscenter.org

Optional Readings

- **Creating a World without Poverty** - Yunus (2007), Public Affairs. NY.
- **Poverty Reduction through Social Business? Lessons Learnt from Grameen Joint Ventures in Bangladesh**, K. Humberg (2011). Munich.
- **Grameen Shakti - Green Energy for a Billion Poor**, N. Wimmer
- **Conscious Capitalism**, Mackey & Sisodia (2013). HBR Press.
- **Tactics of Hope**, Wilford Welch (2008). Earth Aware, CA.
- **Enterprising Nonprofits**, Gregory Dees (2001). Wiley Nonprofit.
- **International Journal of Social Business (IJSB)**
- **Stanford Social Innovation Review (SSIR)**

Prerequisites: none

Grading

ACTIVITIES	POINTS	PERCENTAGE
Class Attendance	50	5%
Class Participation(ind.)	50	5%
Readings Summaries	50	5%
Social Business in the News (individual)	35	4%
Homework (individual, 30x3)	90	9%
Pop Quiz (individual)	25	3%
Mid-Term (individual)	150	15%
Final Exam (individual)	275	28%
Team Project (group/3 deliverables)	275	28%
TOTAL	1000	100%

The 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 the 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: <600	

General CSUCI policy on grades. (<http://senate.csuci.edu/policies/2012-2013/senate-policy-12-07.pdf>)

A	Student performance has been outstanding and indicates an exceptional degree of academic achievement in meeting learning outcomes and course requirements
---	---

B	Student performance has been at a high level and indicates solid academic achievement in meeting learning outcomes and course requirements
C	Student performance has been adequate and indicates satisfactory academic achievement in meeting learning outcomes and course requirements
D	Student performance has been less than adequate and indicates deficiencies in meeting the learning outcomes and/or course requirements
F	Student performance has been unacceptable and indicates a failure to meet the learning outcomes and/or course requirements

Class Attendance

Grading for this section will be based on **attendance** and **punctuality**.

Only one undocumented absence will be allowed during the semester.

Each additional undocumented absence will result in a 10-point penalty deduction from your attendance grade up to three unexcused absences (-30 points). Students that miss more than 4 classes without proper documentation will not pass the class.

Missed Classes: When you miss a class, you are responsible for obtaining any notes, handouts, additional reading materials, or assignment changes from your classmates or from CI Learn. Please check first with them.

For absences with extenuating circumstances related to a medical condition or disability for which you may require reasonable accommodation, please refer to the Disability Statement.

Students are expected to arrive to class on time. Three late arrivals will count as one undocumented absence.

Class Participation

You are expected to come to class with the assigned readings completed and fully prepared to participate in the discussion. Therefore **preparedness, your contributions** toward advancing class discussion, and generally **fostering learning among peers**, will count toward your class participation grade.

Class participation¹ provides the opportunity to practice speaking and persuasive skills, as well as the ability to listen. Comments that are vague, repetitive, unrelated to the current topic, disrespectful of others, or without

¹ Note: I obtained these guidelines directly from Dr. Caserta at the IE Business School (source: Caserta, 2013 – Quantitative Methods – Syllabus). In turn, these have been learned from someone else. Although the original attribution for the guidelines has been lost, they continue to be so useful to so many.

sufficient foundation will be evaluated negatively. What matters is the quality of one's contributions to the class discussion, not the number of times one speaks.

Outstanding Contributor: Contributions in class reflect exceptional preparation. Ideas offered are always substantive; provide one or more major insights as well as direction for the class. Challenges are well substantiated and persuasively presented. If this person were not a member of the class, the quality of discussion would be diminished markedly. **Grade: 50**

Good Contributor: Contributions in class reflect thorough preparation. Ideas offered are usually substantive; provide good insights and sometimes direction for the class. Challenges are well substantiated and often persuasive. If this person were not a member of the class, the quality of discussion would be diminished. **Grade: 40**

Adequate Contributor: Contributions in class reflect satisfactory preparation. Ideas offered are sometimes substantive, provide generally useful insights but seldom offer a new direction for the discussion. Challenges are sometimes presented, fairly well substantiated, and are sometimes persuasive. If this person were not a member of the class, the quality of discussion would be diminished somewhat. **Grade: 30**

Non-Participant: This person says little or nothing in class. Hence, there is not an adequate basis for evaluation. If this person were not a member of the class, the quality of discussion would not be changed. **Grade: 20**

Unsatisfactory Contributor: Contributions in class reflect inadequate preparation. Ideas offered are seldom substantive; provide few if any insights and never a constructive direction for the class. Integrative comments and effective challenges are absent. If this person were not a member of the class, valuable airtime would be saved. **Grade: 10**

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 CI Learn the night **before class (11.59 pm)**. No exceptions. **Late assignments or email with a file attached are not accepted.** Canvas is the only place where I can grade them.

Reading Summaries

Being prepared to class is a critical factor in your learning. As part of the class participation, you will submit a weekly written summary of the assigned readings no longer than 500 words/2 pages. In order to submit your reading summaries, you have to create a Google Doc **ONLY ONCE** at the beginning of the semester with this title:

BUS203 Spring 2018 Reading Summaries – Your name & last name

And then, share it with me via CI Learn only **ONCE** at the beginning of the semester. Summaries will be submitted weekly on your Google Doc before the beginning of the following week class. I will not assign the final grade for the summaries until the end of the semester but I will keep an eye and make comments on them.

There are 10 weeks in the course with assigned readings so you will be awarded **5 points per full proper summary**. Pass or fail, no partial credit. All readings assigned need to be summarized. When we are discussing a case in class, you have to still submit a brief summary of the case (who is the protagonist, when, where & what is the decision point?)

No late submission. If you miss a week, write an entry: "I didn't write the summaries"

Exams & Quizzes

The Mid-Term will serve as a checkup 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.

Team Project: The Social Business Model Canvas (SBMC)

Objective

The core objective is to propose a **realistic** (implementable) social business idea. Each team has to identify and analysis an existing social problem (local or global), propose a social new business (service or product) that can address it, and design a high-level business model 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, and to design a business model

The project can be focused on any kind of service or 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
- presenting in public
- writing effectively but remember it is a business document!

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. International students should be equally distributed among teams.

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 names shown prominently.

Full instructions for each deliverable are provided in CI Learn.

Team Project deliverables are identified in the Tentative Schedule Section in this syllabus with the initials **TP**. The Final Deliverable 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 Deliverable: Detailed Social Issue Analysis, SB idea, Business Model Canvas (1 st draft) and Marketing elements <u>Max 5 pages</u> . Elevator Pitch – Use secondary sources.	50
2.	Second Deliverable: Business Model Canvas (2 nd draft) Operations (3 blocks) <u>Max 5 pages</u> . Elevator Pitch	75
3.	Final Report (Executive Summary of PowerPoint + Word Document including reviewed Social Issue, complete Social Business Idea proposal). Max 15 pages.	150

Final Presentation

The team will present their Executive Summary (PowerPoint) in front of the class on the day assigned. The oral presentation should not 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 15 pages (max.) plus the Executive Summary plus any additional exhibits.

Peer-review

After the final presentation, each team member will grade each of his/her team members on 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. Final dates will be confirmed via CI Learn/ classroom well in advance. 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

- **SBTPCP:** Social Business: Theory, Practice, and Critical Perspectives
- **BSB:** Building Social Business
- **HW:** Homework **TP:** Team Project

#	DAY	SUBJECT AREA	REQUIRED READINGS	DELIVERABLE	IN – CLASS ACTIVITIES
1	01/24 UNIT 1	Introductions & Course Overview What's a SB? Who is Prof. Yunus?	CI Learn Readings	Bring a small ID picture	Guest Speaker: Dr. Grove - CISB's Director Intro to the Social Enterprise spectrum
2	01/31 UNIT 2	SB foundations & taxonomy (I) Corporate Social Responsibility & BoP	SBTPCP: p. 157-160 CI Learn Readings	HW 1: CSR Report Analysis Final day for ID pic.	SB News TP: overview Video: Porter (TED) Podcast: Whole Foods
3	02/07 UNIT 3	SB foundations & taxonomy (II) Non-Profits & EIS	CI Learn Readings		SB News
4	02/14 UNIT 4	SB foundations & taxonomy (II) Social Entrepreneurs	CI Learn Readings Reading: Coding Autism Case	HW 2: TOMS essay TP Members (not graded)	SB News Movie & Case Discussion TOMS Shoes Case Discussion: Coding Autism
5	02/21 UNIT 5	Microfinance & Grameen Bank	CI Learn Readings	TP Final Idea (not graded)	SB News
6	02/28 UNIT 5	Microfinance & Grameen Bank (II) Professor at SEE 2019 Conference – no face to face class – Check Canvas for blended activities → Movie: Bonsai People & Online Discussion			
7	03/07 UNIT 6 & 7	Social Business Movement Business Model Canvas – Intro	CI Learn Readings Social Business Model Canvas Guide (pdf)		SB News
8	03/14	MIDTERM & Documentary			
9	03/21	SPRING BREAK			
10	03/28 UNIT 7	Business Model Canvas Malnutrition & Hunger Marketing Focus	SBTPCP: Chapter 12 DANONE BSB Chapter 2	TP: Deliverable I	SB News Movie: To Catch a Dollar
11	04/04 UNIT 8	Health Care, Energy & Water Operations Focus	SBTPCP: Ch 5 – BASF Chapter 6 Shakti BSB Ch. 6 Grameen Veolia Water		SB News
12	04/11 UNIT 9	Finance & Legal Focus	CI Learning readings Reading Case Study: Black Sheep Food	TP: Deliverable II	SB News Case Discussion: Black Sheep Food
13	04/18	HBI Tour at 11 am	HBI readings on CI Learn		
14	04/25 UNIT 9	Finance & Legal Focus (II)	CI Learn readings	HW 3: HBI essay Journal entry Journal entry	SB News
15	05/02 UNIT 10	Measuring Social Impact			
16	05/09	TEAM PRESENTATIONS: Final Social Business Model Canvas			
17	05/16	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 with that day. No exceptions.

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

Writing Standards

The standard of writing is that of an upper division class. Students should have already achieved correct grammar and punctuation skills; those who have not should catch up by asking for help from the Writing & Multiliteracy Center <https://www.csuci.edu/wmc/>. Poor writing will count against your assignments' grade. References/Bibliographies and writing must be APA style. **I do not accept handwritten assignments.** Please, review this brief guide

<https://www.csuci.edu/writing-ci/guide/business-and-economics.htm>

Cheating, Plagiarism and Other Forms of Academic Dishonesty

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code (located at <http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm>). **If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office.** For additional information, please see the faculty [Academic Senate Policy on Academic Dishonesty](#), also in the CI Catalog. Please ask about my expectations regarding academic dishonesty in this course if they are unclear.

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.

Plagiarism or cheating on test and exams will result 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. No retakes. Plagiarism on homework or project deliverables will result in a **0-point** grade for that document. In the case where the cheating or plagiarism was premeditated or planned, students may receive an "F" for the course. I encourage you to review this document from UC Davis to learn to distinguish between collaboration and plagiarism:

<http://www.academicintegrity.org/icai/assets/unauthorizedcollaboration.pdf>.

Please ask about my expectations regarding academic dishonesty in this course if they are unclear.

Disabilities Accommodations

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can [apply for DASS services here](#). Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty. Please discuss approved accommodations with me ASAP!

Campus Tutoring Services

You are encouraged to make regular use of campus tutors and/or peer study groups, beginning in the second week of the semester. For campus tutoring locations, subjects and hours, go to: <http://go.csuci.edu/tutoring>.

Civil Discourse Statement

All students, staff and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on Canvas) respects the rights of others to *"engage in informed discourse and express a diversity of*

opinions freely and in a civil manner" (language from Academic Senate [Resolution SR 16-01](#), Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community).

In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students that disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action.

Emergency Intervention and Basic Needs Statement

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The **Dolphin Pantry** is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the **Basic Needs** Program at CI: <https://www.csuci.edu/basicneeds/>. I am personally involved with our **Career Closet**. If you would like to get free business clothes for an interview or networking event please contact me via email.

Counseling and Psychological Services (CAPS)

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867 and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support; or text "Hello" to 741741); you can also email us at caps@csuci.edu or visit <https://www.csuci.edu/caps>.

Title IX and Inclusion

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age,

disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

Class Recording Policy

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual.

Disclaimer

The 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! The 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