



BUS/ECON 203.01 Introduction to Social Business

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

BUS Course number 2214

ECON Course number 2215

Tuesday and Thursdays 4:00 p.m. to 5:15 p.m.

Bell Tower 2582

Final Exam: Thursday, 5/16/2024 1:00-3:00 p.m. (Note the time difference due to final exam schedule)

Instructor: Dr. Cindy Sherman, Ph.D., MBA

Office Hours:

Monday 12:30-1:30 p.m.

Tuesday 12:00-1:00 p.m.

Thursday 2:30-3:30 p.m. and by appointment either in-person or on Zoom.

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Business Program Learning Goals (PLG)

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

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.

University Mission

Placing students at the center of the educational experience, California State University Channel Islands provides undergraduate and graduate education that facilitates learning within and across disciplines through integrative approaches, emphasizes experiential and service learning, and graduates students with multicultural and international perspectives.



What will you learn in this class? Course Outcomes

CI graduates will possess an education of sufficient breadth and depth to appreciate and interpret the natural, social and aesthetic worlds and to address the highly complex issues facing societies. Graduates will be able to:

- Identify and describe the modern world and issues facing societies from multiple perspectives including those within and across disciplines, cultures and nations (when appropriate); and
- Analyze issues, and develop and convey to others solutions to problems using the methodologies, tools and techniques of an academic discipline.

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. The field of study of social business is “*under construction*,” and my role is as 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.

Learning Objectives: Students who 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):
 - Access needed information and its source critically.
 - Evaluate information and its source critically.
 - 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, field trips, and a semester-long group project.

*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Collaboration, 5) Conduct (Ethics), 6) Competency in Discipline

Books and readings are available on Canvas or via the Broome Library site.

- **“Social Business: Theory, Practice, and Critical Perspectives”** – Grove & Berg (Editors), Springer (2014).
 - Free online copy available on CI Learn Course Materials page.

- **“Building Social Business”** - Yunus (2010), Public Affairs. NY.
 - On Reserve at Broome Library or Online access available through Broome library at:
 - [Building Social Business: Library Online Access](#)
- **“Student Guide to Social Business”**
 - PDF file on CI Learn Course Materials page
 - Referred to as **“SGSB”** in the rest of this document.
- **Understanding Social Entrepreneurship** – Kickul, J. & Lyons, T. (2016). Routledge. NY & London.
- **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

More Reading Sources

- **Social Innovation: Solutions for a Sustainable Future**, T. Osburg & R. Schmidpeter, Editors (2013). Springer
- **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**
- **Stanford Social Innovation Review (SSIR)**
- **Harvard Business Review (HBR)**

Spring 2024 Assignments

Assignment	Individual	Team	Points
Weekly Journal Entry	<p>Summary of readings, bullet points ok</p> <p>Reflective journal: your questions, concerns, insights, thoughts.</p> <p>13 weeks x 5 points each = 65. Each are graded 5, or 3 or 0.</p> <p>Must be written & uploaded by Monday, 11:59 p.m. each week, starting Week 2, 1/29/24. Late entries not graded.</p>		65 points
Social Business Presentation	The rest of the class participates by including one question in the weekly “Social Business Presentation” Discussion board	Each week a different team of 2 students presents a social business and analyzes their business model. The link to the company is posted the week before.	35 points
Homework (HW)	4 Written assignments – each one is defined in the Assignments on Canvas.		120 points
Midterm	In class.		100 points
Case	Individual written analysis of social business case.		50 points
Team Project		5 deliverables. See assignment detail	250 points

Assignment	Individual	Team	Points
Final Exam	See assignment detail		100 points
In class exercises	Yes – scattered throughout the semester, must be present to participate and earn points.	Yes – some exercises will be team-based	30 points
Peer Review		Your review of your own performance and your teammates.	25 points
Attendance & participation	Yes		25 points
Total	Individual = ~ 390 may vary due to in-class exercises (~55% of total score)	Team = ~ 310 may vary due to in-class exercises (~45% of total score)	800

There will be no extra credit given this semester. Do your best to gain all the points on each assignment.

Points to Letter Grade

If we conclude the semester with 800 points, the points to letter grades are as follows. Grades are calculated by the number of points you earn, not the percentages:

744-800 = A	688-742 = B+	608-639 = C+	528-559 = D+	less than 480= F
	664-687 = B	584-607 = C	504-527 = D	
720-743 = A-	640-663 =B-	560-583 = C-	480-503 = D-	

Weekly Journal Entries

Each week you will submit a journal entry that contains 2 parts, reading summary bullet points and self-reflection.

“*Reading summary*” followed by your bullet points summarizing the readings. Use this to your advantage to highlight or bold anything that you have questions about or want to be sure to look at again.

“*Self-Reflection*”

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 or rushed at the end of the week.

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 about class materials and activities.

Social Business Presentation (SB on schedule)

Find a team mate with whom you would like to work and do a deeper dive into a currently operating business with a **social mission**. As you will see businesses may have one (or more) of the different forms of businesses (social business, social entrepreneur, social enterprise, non-profit with an earned income strategy, LLC with a social mission, or corporate social responsibility). Your goal is to:

1. Find a recent article or website about a business with a social mission.
2. Describe the organization and what they do.
3. State the problem the organization is trying to solve (their social mission)
4. How are they trying to solve the problem and how are they organized?
5. Show their success or failure up to this point supporting your assertions with facts from your research.
6. Your research should include at least 3 sources from media other than the company’s website or blogs. Use sources that are reputable such as: Stanford Social Innovation Review, Harvard Business Review, financial newspapers such as Wall St. Journal, Financial Times; financial magazines; Yahoo finance; Wired; academic journals such as Journal of Social Entrepreneurship, Social Enterprise Journal, International Journal of Social Entrepreneurship and Innovation, International Journal of Social Business, Academy of Management, or other academic journals. If you have a question about a source, ask me!

Deliverables: Approximately 5-minute presentation to the class on the company and a 1-page overview of your company, link to the original article, and your findings, including a list of

references in APA format on the back of the page. Be ready to answer some questions. Bring your own questions too.

Homework Assignments

Homework Assignments are each on Canvas under Assignments and are attached to a specific Module. They are 4 short written assignments that ask you to examine different aspects of Social Business:

HW 1 – Corporate Social Responsibility (CSR) Examine a specific company’s social responsibility policy and report how they are doing and what you think they should be doing to improve their CSR approach. Due 2/8/24

HW2 – Homeboy Industries Examine a successful non-profit organization (NPO) and write a short essay. Due 2/15/24

HW3 – TOMS Learn about TOM’s shoes and Blake Mycoskie to better understand social entrepreneurship. Write an essay answering questions about their business model and evolution over time. Due 2/22/24

HW4 – The Refill Shoppe, A B Corp in Ventura This is a case study and you will analyze the case per the requirements in the assignment. Due 3/5/24

Exams

The midterm and final exam will be written in class. It may include material from readings, assignments, discussions, and guest speakers or field trips. The final will also include a short case analysis which will be assigned before the final so you can read it and have time to think about it. The format for the final will be short answer, some definitions, and longer written answers to the case. The final exam will be given only when scheduled, **Thursday, May 16th, 1:00 p.m. to 3:00 p.m.**

Team Project: Using The Impact Business Model Canvas and SDGs to solve a problem.

Objective

The core objective is to propose a **realistic** (implementable) 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 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 3-5 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 to Canvas at the beginning of the class that they are due. Please submit printed documents with your names shown prominently.

Details of each deliverable will be provided in CI Learn at the beginning of the semester.

Team Project deliverables are identified in 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
1.	Team Proposal: Team members & team coordinator (names, emails, and phones). Team contract. Create a memorable team name.	10
2.	First Deliverable: Detailed Social Issue Analysis, SB idea, Impact Business Model Canvas (1 st draft) and Marketing elements <u>Max 5 pages</u> . Elevator Pitch #1 – Use secondary sources.	30
3.	Second Deliverable: Impact Business Model Canvas (2 nd draft) Operations (3 blocks) <u>Max 5 pages</u> . Elevator Pitch #2	50
4.	Final Report (Executive Summary of PowerPoint + Word Document including reviewed Social Issue, complete Social Business Idea proposal, in-text citations and a reference section in APA format). <u>Max 15 pages</u> .	120
5.	Final Presentation (see below)	40

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 and him/her self on a scale from 0-100%. The objective is to evaluate you and 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 to reflect the Peer Review Score input from your team.

Late Work

If you are having an issue with finishing an assignment, let me know. Journal entries will not be accepted late. Quizzes cannot be made up. Interim deliverable dates on the final project could be adjusted, however will be adjusted with the whole class. Final presentations and final paper dates are firm

PROFESSIONALISM

I will make every effort to conduct this class in a professional and business-like manner, such as one would experience in an organizational environment. Since we meet only once a week, it is important that **all students attend every class**. Students are expected to be professional in all respects. Professionalism is exhibited by:

- **Students arrive on time.** On time arrival ensures that classes are able to start and finish at the scheduled time. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions.
- **Students minimize unscheduled personal breaks.** The learning environment improves when disruptions are limited. We will normally take a short break halfway through class.
- **Students are fully prepared for each class.** Much of the learning in the business program takes place during classroom discussions. When students are not prepared they cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them, as well.
- **Students respect the views and opinions of their colleagues.** Disagreement and discussion are encouraged. Intolerance for the views of others and incivility is unacceptable.



- **All Phones and wireless devices are turned off at the beginning of class.**

- **This is a No Phone Zone, No Laptop Zone, No WristWatchComputers, No Tablet Computers.** Only emergency calls should be accepted during class, and then please respect your classmates by stepping outside to take the call. When students are surfing the web, responding to e-mail, instant messaging each other, and otherwise not devoting their full attention to the topic at hand they are doing themselves and their peers a major disservice. Those around them face additional distraction. Fellow students cannot benefit from the insights of the students who are not engaged. There are often cases where learning is enhanced by the use of laptops in class. Faculty will let you know when it is appropriate to use them. In such cases, professional behavior is exhibited when misuse does not take place.
- **Late Work Policy.** Assignments are expected when requested. If you have an emergency or doctor verified illness, we will talk.
- **Missed Classes.** We need you in class. Or if you are extrinsically motivated, each class may include exercises for points. If you miss the class you will miss the points. You have one class that requires no excuse, no points lost. Otherwise you should let me know if you cannot come to class. If you have a documented emergency or injury, we will work something out. If you miss class, you are responsible for obtaining any notes, handouts, additional reading materials, or assignment changes from your classmates or from CI Learn Canvas site.

Schedule Spring 2024

Spring schedule will include a Field Trip, details to come.

Date & Topic	Topic(s)	Readings	Assignments and Activities
Week I: 1/23	What is social business? Why should I care about this topic?	CI Learn: Chapter on Poverty	Overview of course, introductions Join me in a walk to Smith Hall to see the new building and see where you can hang out and the business faculty offices are.
Week I: 1/25	Overview of social business typology	CI Learn Readings	SB Presentation preview (I'll do a model in class, your team can sign up here) Discuss video available to view on canvas, "Social change starts by paying attention" Design thinking activity in class

Date & Topic	Topic(s)	Readings	Assignments and Activities
Week 2: 1/30	CSR Can corporations be responsible? Corporate Social Responsibility (CSR)	CI Learn Readings	Starting this week, summaries of each week's readings are due Monday night at 11:59 p.m.
Week 2: 2/1	More on CSR	CI Learn Readings	SB Presentation
Week 3: 2/6	Responsible business SDG from the United Nations	CI Learn Readings	Watch Porter's Video in-class Watch Documentary "Not Business as Usual" on your own. See Discussion Board.
Week 3: 2/8	More on SDGs	CI Learn Readings	SB Presentation <i>Start thinking about your project and your team activity in class</i> HW 1: CSR Report Analysis
Week 4: 2/13	Why study NPOs? Non-profit and EIS (Earned Income Strategies)	CI Learn Readings	
Week 4: 2/15	More on earned income strategies	CI Learn Readings	SB Presentation HW2 Homeboy Ind.
Week 5: 2/20	Social Entrepreneurs	See TOMs Shoes page on Course site CI Learn	Movie & Discussion: TOMs Shoes 1/3 profit model

Date & Topic	Topic(s)	Readings	Assignments and Activities
Week 5: 2/22	More on social entrepreneurship	CI Learn Readings	SB Presentation HW 3: TOMS essay How to analyze a case. (TP) Team formation in class. Team contract, brainstorm ideas for team projects. Deliverable 1
Week 6: 2/27		CI Learn Readings	Movie & Discussion: Bonsai People More on Grameen Bank,
Week 6: 2/29	What do Patagonia, Ben& Jerry’s, and TOMS Shoes have in common? B Corps	CI Learn Readings	Guest speaker: Dr. Maria Ballesteros-Sola , B-Corp Expert, Associate Prof. of Management, CSUCI
Week 7: 3/5	Discuss Case HW4 in class. Yunus Social Business & Microfinance	CI Learn Readings	HW 4: The Refill Shoppe
Week 7: 3/7	Impact Business Model Canvas (IBMC)	CI Learn Readings	SB Presentation
Week 8: 3/12		CI Learn Readings	Team Project (TP) Detailed Social Issue Analysis, 1 st draft Business Model Canvas, Deliverable 2
Week 8: 3/14	Midterm		
3/1	Spring Break		Recharge and relax!

Date & Topic	Topic(s)	Readings	Assignments and Activities
Week 9: 3/26	IMBC Marketing Elements	CI Learn Readings	
Week 9: 3/28	IMBC workshop	CI Learn Readings	SB Presentation
Week 10: 4/2	IMBC Operations	CI Learn Readings	
Week 10: 4/4		CI Learn Readings	SB Presentation Individual Case analysis individual assignment due on Canvas, 11/1/18, 11:59 p.m.
Week 11: 4/9	IMBC Finance and Legal	CI Learn Readings	(TP) 2 nd draft Business Model Canvas, Deliverable 3
Week 11: 4/11			SB Presentation Quiz 4: Written, in-class
Week 12: 4/16	IMBC Finance and Legal	CI Learn Readings	
Week 12: 4/18	Workshop	CI Learn Readings	SB Presentation
Week 13: 4/23	Critiques of social business practices	CI Learn Readings	Movie: Poverty, Inc.
Week 13: 4/25	Measuring social impact	CI Learn Readings	SB Presentation Quiz 5 in class

Date & Topic	Topic(s)	Readings	Assignments and Activities
Week 14: 4/30	IMBC Measuring Social Impact	CI Learn Readings	SB Presentation
Week 14: 5/2	In class prep		(TP)Final Report, Deliverable 4 May 3 Field Trip, Ventura and Oxnard.
Week 15: 5/7	Presentations!		(TP)Presentations, Deliverable 5
Week 15: 5/9	Presentations!		(TP)Presentations, Deliverable 5
Final Exam	Final Exam 5/16/24		Final Exam in class Thursday, 5/16/24, 1:00-3:00 p.m. Note the time change

This syllabus and the schedule may change during the semester as circumstances and flexibility dictate. Guest speakers may be added or rearranged due to scheduling issues. Changes will be announced in class. The most updated syllabus will always be on our course CI Learn Canvas site.

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 and Support 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 and Support 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 ASAP.

<https://www.csuci.edu/dass/>

Attendance Policy We meet only once a week, so your attendance in class is expected (yes, there are points attached to attendance). Your learning is more than just reading a textbook. It requires that you learn to collaborate and integrate other people's ideas with your own. 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.

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 quizzes, tests or 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, and then only if the author has stated it in such a way that you cannot restate it effectively in your own words. When using another writer’s work, accurately identify it with a proper citation. The preferred method of citation for this course is the APA methodology (American Psychological Association).

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

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 Student Conduct & Community Responsibility 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.

CSUCI Policy on Grades, Honors, & Awards

You can find more information about grades, that is what letter grades mean, how the 4.0 point scale works, and more in the CSUCI Course Catalog at:

<http://catalog.csuci.edu/content.php?catoid=46&navoid=2906>

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. In 2016, CI faculty (through the Academic Senate) voted to approve [Resolution SR 16-01](#) titled, “Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community.” 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.”

Emergency Intervention and Basic Needs Statement

As CI’s website points out, “a recent study commissioned by the CSU Chancellor’s Office shows that nearly 25 percent of CSU students either regularly skip meals for financial reasons or lack access to toiletries and sufficiently nutritious food options. In addition, more than 10 percent are displaced from their homes due to things like an unexpected loss in income or personal safety issues.” If you recognize yourself, or someone you know from this description, please know that there are resources on campus to help, including the Dolphin Food Pantry for students which offers free food, toiletries and basic necessities. The Dolphin Pantry is currently located in Arroyo Hall, Room 117 and is open Monday – Friday 8:30 – 4:30 (please check the website below for updates).

Emergency housing and funds are also available. More information on these, and other services available at CSUCI can be found at: <https://www.csuci.edu/basicneeds/>