Module Code and Title: MNO3330 Social Entrepreneurship

Semester 1, AY2016/2017

Module Instructor & Coordinator: Associate Professor Albert Teo

Module Description:

Social entrepreneurship presents an alternative approach to community development. It advocates the adoption of innovative solutions (often incorporating market mechanisms) to address social problems.

This module discusses the concepts associated with social entrepreneurship, and examines the practices and challenges of social entrepreneurship in the Asian context. Topics to be covered include:

(a) identification of social problems;
(b) marginalization and the poverty cycle;
(c) varied conceptualizations of social entrepreneurship and innovation;
(d) different types of social enterprises;
(e) sustainable social enterprises as an effective means of community development;
(f) developing a social enterprise business plan;
(g) establishing a social enterprise;
(h) scaling up a social enterprise; and
(i) social impact measurement.

Learning Outcomes:

This module adopts a multi-disciplinary approach to present the concepts, practices and challenges of social entrepreneurship to students, and enables students to better appreciate the potential of business principles in addressing social problems such as marginalization and poverty. Specifically, this module enables participants to:

(a) identify and scope out global social problems;
(b) understand the antecedents of marginalization and the factors that perpetuate the poverty cycle;
(c) appreciate the varied concepts, practices and challenges of social entrepreneurship;
(d) recognize the broad range of social enterprise types;
(e) appreciate the role that sustainable social enterprises can play in effective community development;
(f) develop competence in writing social enterprise business plans;
(g) understand the steps involved in establishing social enterprises and scaling them up; and
(h) appreciate the complexities of measuring the social impact of social enterprises.

Modes of Teaching and Learning:

Weekly seminars.

Syllabus:

Global social problems:
Causes of social problems
Social problems in the developed world and the developing world
Social problems in the urban and rural contexts
Impact of globalization

Poverty and social exclusion:
Theoretical perspectives on poverty
Theoretical perspectives on social exclusion
<table>
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<tr>
<th>Community development:</th>
<th>Theoretical perspectives on community development, empowerment and poverty alleviation</th>
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<td>Community development, empowerment and poverty alleviation in practice</td>
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<td>Social entrepreneurship:</td>
<td>Different definitions and conceptualizations of social entrepreneurship and social innovation</td>
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<td>Social enterprises:</td>
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<td>Social enterprises versus social businesses</td>
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<td>Work-integration social enterprises versus non-work-integration social enterprises</td>
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<td>Microfinance institutions:</td>
<td>Different models of microfinance</td>
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<td>Social and economic impact of microfinance</td>
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<td>Drivers of success of microfinance</td>
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<td>Criticisms of microfinance</td>
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<td>Co-operative societies:</td>
<td>Evolution of the co-operative movement</td>
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<td>Philosophy of co-operation</td>
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<td>Different types of co-operative societies</td>
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<td>Setting up a social enterprise: Preliminaries:</td>
<td>Understanding the community’s priorities and aspirations</td>
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<td>Scoping the social problem</td>
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<td>Identifying the community’s assets and liabilities</td>
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<td>Identifying market gaps and opportunities</td>
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<td>Identifying the stakeholders</td>
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<td>Working with the community to develop innovative ideas for the social enterprise</td>
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<td>Setting up a social enterprise: Business plan, strategies and resources:</td>
<td>Developing the business plan for the social enterprise</td>
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<td>Developing strategies for the social enterprise</td>
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<td>Identifying resource (e.g., human and financial) needs, and mobilizing resources</td>
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<td>Running a social enterprise: Leadership and strategic alliances:</td>
<td>Characteristics of social entrepreneurs</td>
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<td>Effective leadership</td>
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<td>Developing strategic alliances with other stakeholders</td>
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<td>Running a social enterprise: Social impact measurement:</td>
<td>Social return on investment (SROI)</td>
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<td>Impact Reporting &amp; Investment Standards (IRIS)</td>
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<td>Other social impact measurement tools</td>
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<td>Running a social enterprise: Innovation, sustainability and scale:</td>
<td>Innovation</td>
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<td>Sustainability of the social enterprise</td>
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<td>Scaling up, scaling out and/or scaling deep</td>
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Readings:

Global social problems:


Poverty and social exclusion:


Community development:


Social entrepreneurship:


Social enterprises:


**Microfinance institutions:**


**Co-operative societies:**


**Setting up a social enterprise: Preliminaries:**


Setting up a social enterprise: Business plan, strategies and resources:


Running a social enterprise: Leadership and strategic alliances:


**Running a social enterprise: Social impact measurement:**


**Running a social enterprise: Innovation, sustainability and scale:**


Assessment (%):

- Individual response paper 1: 10%
- Individual response paper 2: 10%
- Individual learning journal: 10%
- Individual 24-hour take-home test: 30%
- Individual class and IVLE forum discussion participation: 10%
- Group project report: 30%

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:
http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct

Online Module on Plagiarism:
http://emodule.nus.edu.sg/ac/

Pre-requisite:
Nil.

Preclusion:
Nil.