

PUAD 5180: Social Entrepreneurship
School of Public Affairs
University of Colorado Denver

COURSE SYLLABUS

Professor: John C. Ronquillo, Ph.D.

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Student/Office Hours: Wednesdays, 3:00-5:30 p.m.

and by appointment (please book using <http://ronquillo.youcanbook.me>)

Term: Fall 2014

Class Meeting Day: Wednesday

Class Meeting Hours: 6:30-9:15 pm

Class Location: North 1314

Twitter Hashtag: [#CUDenverSocEnt](#)

Welcome: This course is for mission-driven entrepreneurs or anyone with aspirations to be one. Whether you work for a nonprofit, for-profit, or government organization, or seek to work in those areas, this course is designed to help you foster practical skills in creating tangible social value.

University Course Catalog Description: This course is designed to introduce students to the concept of social entrepreneurship. Using nonprofit (and public) organizational examples, students gain an understanding of what it means to be an innovative manager. Students study techniques designed to advance an organization's mission and increase organizational effectiveness, accountability and efficiency through the use of for-profit techniques within a nonprofit context.

Course Goals and Learning Objectives: This course is designed to increase students' theoretical and practical understanding of social entrepreneurship, including, but not limited to the following topics:

- The social economy writ large;
- Reconciling profit with social change and well-being;
- Hybrid organizations and new legal forms of social enterprise;
- Cross-sector collaboration and social innovation;
- Impact investing;
- Microfinance;
- Program related investments;
- Entrepreneurial orientation;
- Organizational innovation;
- Social intrapreneurship; and
- Human-centered design.

REQUIRED TEXTS AND MATERIALS

The required texts for this course are:

- Guo, C. and Bielefeld, W. (2014). *Social Entrepreneurship: An Evidence-Based Approach to Creating Social Value*. San Francisco: Jossey-Bass. ISBN: 978-1-118-35648-7.

- Bloom, P.N. and Skloot, E. (2010). *Scaling Social Impact: New Thinking*. New York: Palgrave Macmillan. ISBN: 978-0-230-10437-2.
- Osterwalder, A. and Pigneur, Y. (2010). *Business Model Generation*. Hoboken, NJ: John Wiley & Sons. ISBN: 978-0-470-87641-1.
- IDEO.org. (n.d.). *Human-Centered Design Toolkit*, 2nd ed. IDEO.org. ISBN: 978-0-9914063-0-2¹.

Additionally, there are two optional books:

- Kleon, A. (2012). *Steal Like an Artist: 10 Things Nobody Told You About Being Creative*. New York: Workman Publishing. ISBN: 978-0-7611-6925-3.
- Kleon, A. (2014). *Show Your Work! 10 Ways to Share Your Creativity and Get Discovered*. New York: Workman Publishing. ISBN: 978-0-7611-7897-2.

The remaining readings for the course will be provided in the form of journal articles and selected scanned book chapters via Canvas.

CLASS SCHEDULE

(Week #) Week of	Topics	Readings	Due
(1) August 20	Introduction to the class and each other	Syllabus Dees, The Meaning of "Social Entrepreneurship"	
(2) August 27	What is Social Entrepreneurship? Entrepreneurial Orientation	Guo & Bielefeld Chs. 1-2 Dacin, Dacin, & Matear Shockley & Frank Leimsider (Page count: 78)	
(3) September 3	Ideation, Impact, and Scaling	Guo & Bielefeld Chs. 3-5 Bloom & Skloot Intro and Chs. 1-2 (Page count: 113)	
(4) September 10	Funding Social Entrepreneurship	Guo & Bielefeld Ch. 6 Bloom & Skloot Ch. 11 Lane Ch. 7 (Page count: 74)	Brief SE Critique
(5) September 17	Social Intrapreneurship	Guo & Bielefeld Chs. 7-8 Bloom & Skloot Ch. 5 (Page count: 57)	

¹ This is available at www.hcdconnect.org for free (you must create an account for download). Alternatively, you may purchase a hardbound copy for \$22. We will go over the use of this book in class.

(6) September 24	Spanning Boundaries	Guo & Bielefeld Chs. 9-10 Bloom & Skloot, Ch. 7 Young Cordes & Steuerle (Page count: 113)	<i>Midterm Exam distributed</i>
(7) October 1	<i>Applied Project Discussion and Workshop: Social Venture Partners Denver</i>	None ☺	Midterm Exam
(8) October 8	Starting a Social Enterprise and Choosing the Right Form <i>Applied Project Workshop</i>	Lane Ch. 3 Martin & Thomson Ch. 2 Osterwalder & Pigneur Ch. 1 "Canvas" Tuckman Frumkin & Sosa (Page count: 132)	
(9) October 15	Organizational Design for Social Enterprise <i>Applied Project Workshop</i>	Osterwalder & Pigneur Ch. 2-3, "Patterns" and "Design" Lane Ch. 8 (Page count: 143)	
(10) October 22	Social Entrepreneurship Strategy <i>Applied Project Workshop</i>	Bloom & Skloot Chs. 9-10 Osterwalder & Pigneur Ch. 4 "Strategy" (Page count: 53)	Entrepreneur Interview
(11) October 29	Impact Measurement <i>Applied Project Workshop</i>	Bloom & Skloot Ch. 12 Osterwalder & Pigneur Ch. 5 "Process" and "Outlook" Martin & Thomson Ch. 8 Lane Ch. 9 (Page count: 86)	
(12) November 5	<i>Applied Project Workshop</i>	TBD	
(13) November 12	<i>Applied Project Workshop</i>	Martin & Thomson Ch. 10 (Page count: 10)	
(14) November 19	ARNOVA Conference Social Entrepreneurship Authors' Roundtable <i>Applied Project Workshop</i>	TBD	<i>Rough Draft of Applied Project Deliverables</i>

(15) November 26	NO CLASS – FALL BREAK
(16) December 3	Final Project Presentations
(17) December 10	NO CLASS – FINAL PROJECTS DUE

ASSIGNMENTS AND GRADING

The following list details each of the assignments for the course. *I will provide you with additional instructions for each of these assignments approximately two weeks in advance, either in class or via Canvas.*

- **Brief Social Entrepreneurship Critique (2-3 pages).** This assignment will be dedicated to critiquing a theory or written work on social entrepreneurship. **DUE DATE: September 10**
- **Midterm Exam (6-8 pages).** The exam will be a take-home, comprehensive exam style test covering the first half of the course. A week before the due date, I will distribute a list of seven questions in class. You must respond to any three (and only three) of the questions in essay format. Additional directions will be provided in advance of the exam. **DUE DATE: October 1**
- **Entrepreneur Interview (2-3 pages, or 10-15 minute “podcasts” or videos).** These interviews are designed for you to solicit insight and advice from entrepreneurs as you work toward completing your final project. They can be written (transcribed with some narrative) or submitted as recorded podcasts or videos. **DUE DATE: October 22**
- **Final Project.** We will be working on an applied project for Social Venture Partners Denver. More details on this are forthcoming. **DUE DATES: Presentation: December 3; Final Deliverables: December 10**

The grading breakdown for the course is as follows:

Assignment	Possible Points	Percent of Final Grade
SE Critique	10	10%
Entrepreneur Interview	20	20%
Midterm Exam	30	30%
Final Project	40	40%
TOTAL	100	100%

Grading Scale (points or %)

94-100 A	84-86 B	74-76 C	64-66 D
90-93 A-	80-83 B-	70-73 C-	60-63 D-
87-89 B+	77-79 C+	67-69 D+	0 - 59 F

Grade Dissemination: I try to grade quickly so that students know how well they are performing. It is my goal to never leave you in the dark regarding your grades. Grades from your assignments will be posted on Canvas as soon as I am able to complete them.

Written Work: Please use a standard Microsoft-style font (e.g. Times New Roman, Cambria, Calibri or similar) on each written assignment, with one-inch margins on each page. Please be sure to include your name and paginate accordingly. Also, please use APA-style citations for your written work.

COURSE POLICIES: GRADES

Attendance Policy: Attendance is crucial to succeeding in this course. Much of the learning that will take place transpires in the classroom. Though I am aware that life happens, and sometimes the need for an absence arises, I would ask that you please send me an email in advance of any known absences. In the event of an emergency, please email me as soon as possible afterward. An email alone does not excuse you from said absences, but will be handled on a case by case basis. Students who miss a third or more of the class sessions (five classes) should not expect to pass the class.

Late Work Policy: Assignments turned in late receive a 5% deduction for every 12-hour period past the deadline. For example, if a deadline is 6:30 p.m. on Wednesday and I don't receive an assignment until noon on Thursday, the highest percentage you could receive on that assignment is 95%. A full day: 90%, and so on. *Please contact me immediately if you foresee difficulty in turning in an assignment. NOTE: There are no extensions for the Final Project. Please ensure that I receive it on time.*

Grades of "Incomplete": Per university policy, incomplete grades are given only in situations where unexpected emergencies prevent a student from completing the course and the remaining work can be completed the next semester. You should be earning a grade in the range of 80-100% on assignments prior to the Final Exam to be given consideration. Incomplete work must be finished by the end of the subsequent semester or the "I" will automatically be recorded as an "F" on your transcript.

Grade Challenges: I would ask that you allow at least 24 hours to pass before contacting me about a grade inquiry. I do not discuss grades at length over email, and would therefore encourage you to set up a meeting. Any challenges to final grades should be handled through the appropriate formal procedures. *Final grades are indeed final. I do not round up to the next letter grade.*

COURSE POLICIES

Email: The primary communication method for this course will be via email. Please check your university email often, or the address to which you forward your email. All official university communications will only be delivered to your university email address. I am typically quick with emails, though I would ask that you allow me at least 48 hours to respond. Responses on

weekends are not always guaranteed, so please plan accordingly. If you need to discuss a complex issue, I would suggest scheduling a time to meet with me.

Canvas: All non-textbook readings will be distributed via Canvas. All assignments should also be submitted there by the time class starts on the respective due dates. In the event there is a technical glitch, please email your assignment to me, noting the course name and assignment in the subject heading (e.g. PUAD 5180 Article Review)

COURSE POLICIES: STUDENT EXPECTATIONS

Professionalism: All participants are expected to act with professionalism and civility in the classroom and when communicating with one another. Please be courteous and respect the time and efforts of those contributing to group discussions and work.

Auraria Library: Students are expected to be familiar with the suite of services offered to them through the Auraria Library. A listing of subject specialist librarians by topic can be viewed here: <http://library.auraria.edu/services/researchhelp/specialists>

Writing Center: If you find that you might need some additional support in your written work, I would encourage you to take advantage of the services offered by The Writing Center at CU Denver. Online consulting is available for both day and evening hours. <http://www.ucdenver.edu/academics/colleges/CLAS/Centers/writing/Pages/TheWritingCenter.aspx>

Disability Access: The University of Colorado Denver is committed to providing reasonable accommodation and access to programs and services to persons with disabilities. Students with disabilities who want academic accommodations must register with Disability Resources and Services (DRS) in North Classroom 2514, Phone: 303-556-3450, TTY: 303-556-4766, Fax: 303-556-4771. I will be happy to provide approved accommodations, once you provide me with a copy of DRS's letter.

Student Code of Conduct: Students are expected to know, understand, and comply with the ethical standards of the university, including rules against plagiarism, cheating, fabrication and falsification, multiple submissions, misuse of academic materials, and complicity in academic dishonesty. For suggestions on ways to avoid academic dishonesty, please see the Academic Honesty Handbook at— http://www.ucdenver.edu/faculty_staff/faculty/center-for-faculty-development/Documents/academic_honesty.pdf

Plagiarism is the use of another person's ideas or words without acknowledgement. The incorporation of another person's work into yours requires appropriate identification and acknowledgement. Examples of plagiarism when the source is not noted include: word-for-word copying of another person's ideas or words; the "mosaic" (interspersing your own words here and there while, in essence, copying another's work); the paraphrase (the rewriting of another's work, while still using their basic ideas or theories); fabrication (inventing or

counterfeiting sources); submission of another's work as your own; and neglecting quotation marks when including direct quotes, even on material that is otherwise acknowledged.

Cheating involves the possession, communication, or use of information, materials, notes, study aids, or other devices and rubrics not specifically authorized by the course instructor in any academic exercise, or unauthorized communication with any other person during an academic exercise. Examples of cheating include: copying from another's work or receiving unauthorized assistance from another; using a calculator, computer, or the internet when its use has been precluded; collaborating with another or others without the consent of the instructor; submitting another's work as one's own.

Fabrication involves inventing or counterfeiting information—creating results not properly obtained through study or laboratory experiment. Falsification involves deliberate alteration or changing of results to suit one's needs in an experiment or academic exercise.

Multiple submissions involves submitting academic work in a current course when academic credit for the work was previously earned in another course, when such submission is made without the current course instructor's authorization.

Misuse of academic materials includes: theft/destruction of library or reference materials or computer programs; theft/destruction of another student's notes or materials; unauthorized possession of another student's notes or materials; theft/destruction of examinations, papers, or assignments; unauthorized assistance in locating/using sources of information when forbidden or not authorized by the instructor; unauthorized possession, disposition, or use of examinations or answer keys; unauthorized alteration, forgery, fabrication, or falsification of academic records; unauthorized sale or purchase of examinations, papers, or assignments.

Complicity in academic dishonesty involves knowingly contributing to or cooperating with another's act(s) of academic dishonesty.

If students are found to be in violation of any of the above, I reserve the right to fail you for the course.

IMPORTANT DATES TO REMEMBER

CU Denver's Academic Calendar for the Fall 2014 Semester can be found here:

<http://www.ucdenver.edu/student-services/resources/registrar/Documents/AcademicCalendars/downtown/Fall/AcademicCalendarFall2014.pdf>