

Application for a New Course v7.3

Course ID <i>Subject and Number</i>	MGMT 320
Date APPROVED	
Date DENIED	

I. Systems and Catalog Information Complete each item.

1	Course Developer	Laura Phillips
2	Course Teacher	Laura Phillips
3	Course Title	Social Entrepreneurship
4	Course Abbreviation (if title is over 30 characters)	Social Entrepreneurship
5	College	College of Business Administration
6	Department	Management Sciences
7	Number of Credit Hours	3 hours
8	Is the course Fixed Credit or Variable Credit?	Fixed credit
9	Is the course repeatable?	No
10	Maximum number of times course may be repeated	N/A
11	Maximum number of hours credit	3 hours
12	Explanation for variable credit	N/A
13a	Course contact hours - LEC	3 hours
13b	Course contact hours - Lab	
13c	Course contact hours - Practicum	
13d	Course contact hours - Seminar	
13e	Course contact hours - Studio	
13f	Course contact hours - Online	
13g	Course contact hours - Colloquium	
13h	Course contact hours – Field Experience	
13j	Course contact hours - Internship	
13k	Course contact hours - Research	
13m	Course contact hours - Workshop	
13n	Course contact hours – Other (specify)	
14	Instructor Workload	3 hours
15	Grade Mode (check all appropriate):	☒ Standard ☐ Credit/No Credit (undergrad only)
16	Maximum Enrollment	30 students per section

17	Catalog Description (50 words or less)	<i>Social Entrepreneurship</i> will prepare students to start or join a business that has a social mission at its core. These businesses may utilize for-profit, nonprofit, or hybrid structures. Topics covered include personal and organizational mission, balancing mission and profit, choosing the optimal structure, networking, social media, measuring success, and expansion.
18	List any prerequisites (course/s, test scores, class standing, major, etc.)	Sophomore standing and GPA of 2.5 or higher
19	List any co-requisites	N/A
20	If the course is cross listed, specify the Course ID(s) MUST have signature in Section V off all Department Chairs	N/A
21	Does this course have any special student costs? Yes/No <i>Attach a <u>completed</u> "Request to Add or Change Course Fees" form. Describe in section IV-F.</i>	No
22	How often will it be offered? Fall	Yes
23a	How often will it be offered? Spring	Yes
23b	How often will it be offered? Summer	No
23c	How often will it be offered? Fall	Yes
24	Frequency?	1 section each academic year (may alternate between semesters depending upon needs in the department)
25	First semester this course will be offered <i>New courses may not be taught under their approved course ID until they appear in the catalog, therefore, no earlier than the coming fall.</i>	Spring 2014 (during January intensive course week)
26	List course/s that should be deleted, include the last semester for course/s being deleted <i>A course cannot be deleted when it is a requirement in a degree plan in any department.</i>	N/A
27	Is this course required for a degree/s? Yes/No <i>If "Yes," attach a revised degree plan(s) reflecting the placement of the new course.</i>	No.
28	Has this course been offered as a Special Topics course? Yes/No <i>If "Yes," specify the Course ID and enrollment for each term it was taught.</i>	Yes. This course was offered as MGMT 340 in Fall 2012 under the title "Social Entrepreneurship" with ten students enrolled.
29	List any courses in which content overlaps the proposed course. (Course ID and Name) <i>Attach statement from instructor/dept chair of existing course justifying the</i>	N/A

	<i>new offering in Section IV-D.</i>	
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II. Curriculum

1	Degree Plan Explanation of how this course affects degree requirements.	See response to Section I-27 and Appendix C.
2	Justification State the justification for adding this course to the current curriculum. Represent the need	See Appendix D.

III. Course Design

1. Audience and Course Goal

1	Describe the intended audience, including prerequisite skills.	The course is designed for all ACU students with an interest in social entrepreneurship, regardless of a student's major or field of study. The course is targeted towards sophomore and junior-level students. The course does not include any prerequisite courses as it is an introductory course. The class standing and GPA prerequisites are intended to ensure students have sufficient experience and ability to complete the course.
2	State the overarching course goal(s) in performance terms.	The course is interactive in nature and will require students to work hard, both individually and in groups. Students will develop an understanding of social entrepreneurship and explore its role in their future. Students pursuing a degree from the College of Business must earn a grade of "C" or better in the course.

2. Competencies and Measurements

	Competency	Measurement
1	Be able to articulate your personal mission statement and mantra as well as the mantra for your assumed social enterprise.	Homework (Students submit written personal mission statement and mantras and discuss in class. Assessment is based on quality and clarity of content and reflection).
2	Be able to select and justify the appropriate business structure for various ventures.	Exams
3	Develop a preliminary business plan for a social enterprise.	Homework (Students submit business plan. Assessment is based on quality and clarity of content.)
4	Complete a grant application designed to obtain funding for a social venture.	Homework (Students submit grant application for local foundation. Assessment is based on quality, clarity, and accuracy of submission.)
5	Develop an awareness of social ventures that are already in existence.	Class Participation (Assessment is based on level of engagement and contribution to class exercises.)

6	Develop contacts with current social entrepreneurs.	Class Participation (Assessment is based on level of engagement and contribution to discussion with guest entrepreneurs) Class Presentations (Students present summary of interviews with entrepreneurs outside of class. Assessment is based on clarity of presentation, quality of content, and ability to relate course material to real-world examples.)
7	Be able to articulate multiple philosophies of solving global crises and share the pros/cons of each, along with your personal preference.	Exams
8	Be able to identify measures of success for a social mission as well as be able to design a study to test the outcomes and measure success	Exams

3. Text and Resources

1. Give the full publication information of the textbook/s and other required resources and outside readings.
2. For **combined undergraduate/graduate** courses, make two lists:
 - a. full publication information; label **Undergraduate**.
 - b. full publication information; label **Graduate**. Indicate number of pages required.

The required readings for the course are as follows:

1. *A million miles in a thousand years* by Donald Miller
2. *Mission, Inc.: The practitioner's guide to social enterprise* by Kevin Lynch and Julius Walls, Jr.
3. *Good to great in the social sectors* by Jim Collins
4. *Poor economics: A radical rethinking of the way to fight global poverty* by Abhijit Banerjee and Esther Dufo

IV. Supporting Documentation

Supporting documents must accompany proposal prior to preliminary approval by chair and dean.

Supporting Documentation	Location
Library — Submit new course application and syllabus to the Director of the Library. Consult with the director and establish a deadline for completion of the library report. Attach the signed copy of the library director's report.	Appendix A
Instructional Design — The application and syllabus must be reviewed by the Adams Center. Attach a copy of the Adams Center Review Letter.	Appendix B
Degree Plan — The impact of the course must be reviewed by the Director of Curriculum. Attach degree plan signed by the Director of Curriculum.	Appendix C

Content Overlap — Include one document for each course you listed in Section I-I. Attach statement from instructor/dept chair of existing course justifying the new offering.	N/A
Departmental Resources — List the resources that support the course and are available only through the department, if applicable. Attach the list of the holdings and the location/s.	N/A
Resources — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). Attach a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.	N/A
Expenses — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). Attach a complete list of all items, the estimated cost of each and the source of the funds.	N/A
Justification — Attach all documents referred to in Section II-2	Appendix D
Syllabus — Attach the syllabus for the course based upon the anticipated first-semester offering.	Appendix E
Provide documentation for all additional attachments here	N/A

V. Preliminary Approvals

All supporting documentation has been assembled and attached to this application. I believe this course is ready to be presented to appropriate councils. We have a plan to fund this new course.

Primary Department

Monty L Lp
Department Chair

4-15-13
Date

Monty L Lp
Dean of the College

4/15/13
Date

Cross-listing Department *Add more lines if multiple departments are cross-listing*

Department Chair

Date

Dean of the College

Date

Cross-listing Department *Add more lines if multiple departments are cross-listing*

Department Chair

Date

Dean of the College

Date

VI. Approvals *Place all approvals on one page.*

A. Course ID: MGMT 320

Course Title: Social Entrepreneurship

1. College Academic Council Action: (for all courses)

Note: Insert additional lines for College Academic Council action for each college involved in cross-listed courses.

Approved ____ Denied ____ _____
College Dean or Director Date

Approved ____ Denied ____ _____
College Dean or Director Date

2. Graduate Council Action: (for graduate level courses)

Approved ____ Denied ____ _____
Dean of Graduate School Date

3. University Undergraduate Academic Council Action:

For undergraduate level courses only

Approved ____ Denied ____ _____
Associate Provost Date

4. University General Education Council Action: (when applicable)

Approved ____ Denied ____ _____
Provost or designee Date

5. University Budget Committee Action: (when applicable)

When applicable – see New Course Application Instructions

Approved ____ Denied ____ _____
Chair, University Budget Committee Date

6. Academic Provost Action: (for all courses)

Approved ____ Denied ____ _____
Provost Date

7. President of the University Action: (for all courses)

Approved ____ Denied ____ _____
President Date

Attach notes, comments, or conditions from appropriate councils:

APPENDIX A

**Library Report
(attached hereto)**

ABILENE CHRISTIAN UNIVERSITY

LIBRARY

M E M O R A N D U M

DATE: April 11, 2013
TO: Jim Litton
FROM: Mark McCallon, Associate Dean for Library Resources
RE: Course Application for MGMT 320 – Social Entrepreneurship

After reviewing the course application and syllabus, the library can adequately support the proposed course. Please let assigned faculty know that they can contact the library liaison Mark McCallon(mccallonm@acu.edu) to suggest specific resources that the library needs to purchase for future revisions to the course. Thank you for letting us examine the course proposal.

APPENDIX B

**Adams Center Report
(attached hereto)**



April 11, 2013

Jim Litton

Director, Griggs Center for Entrepreneurship and Philanthropy
Mabee Business Building, Room 260
ACU Box 29342
Abilene, TX 79699-9342

RE: COBA course applications

Hello, Jim – thank you for sending three new course applications to the Adams Center for review. We were pleased to see new courses being developed in the area of entrepreneurship. The work you've done to demonstrate growing demand for this sort of class, combined with course descriptions from other schools for similar courses, serves to highlight the potential success of each course.

Overall, each course application looks good. I'll list here the specific feedback which was sent to you via email for inclusion in the course applications as they move on to consideration by UUAC.

MGMT419 Global Entrepreneur

- Overall, this seems to be a great addition to the Study Abroad program and COBA curriculum.
- We wonder if contacts with local entrepreneurs in the Study Abroad sites have already been made? How will the noted field visits and interviews be set up? Will students receive a list of suggested contacts or have to make those connections on their own? (This item is more curiosity than a suggested change.)
- The stated course goal listed in the application of "work hard" in an "interactive course" is inadequate. What will students who successfully complete this course be able to do?
- The information provided in the syllabus for OpenClass help from Team55 should also include their email address for out-of-the-country communication needs.
- The items listed in the grading scale do not add to 100% - only 85%. Is an assignment missing, or should the listed assignments receive a different percentage of the total course grade?

FIN420 Entrepreneurial Finance

- We're glad to see an increased emphasis on entrepreneurship in COBA and believe that the additional courses being developed in this area will be well-received.
- The stated course goal listed in the application of "work hard" in an "interactive course" is inadequate. What will students who successfully complete this course be able to do?
- The list of "student responsibilities" included in the syllabus mention a stock trading simulation which is not mentioned elsewhere in the course calendar or list of graded items. Should this be included?



MGMT320 Social Entrepreneurship

- This course provides a solid addition to COBA's curriculum and is immediately applicable to ACU's stated mission.
- The stated course goal listed in the application of "work hard" in an "interactive course" is inadequate. What will students who successfully complete this course be able to do?
- The class has an excellent balance of textbook readings and guest speakers to help put "hands and feet" on concepts introduced in the readings.

The Instructional Design Team in the Adams Center stands ready to assist the course developers at any step of the teaching process. Don't hesitate to contact us if we can provide additional help.

Blessings,

Melinda (Mindi) Thompson, Ph.D.
Director of Instructional Design
Adams Center for Teaching and Learning
255 Brown Library
ACU Box 29201
Abilene, TX 79699-9201

APPENDIX C

Summary of Planned Changes for COBA Majors

The proposed new course, MGMT 320: Social Entrepreneurship, is part of a broader plan to enhance and add depth to entrepreneurship as a field of study in the College of Business Administration. This new course will be added to a menu of elective courses students may take to fulfill requirements for a 9-hour concentration in Entrepreneurship and Philanthropy that is available to all COBA majors and/or fulfill degree plan requirements for advanced business course electives.

The following Management degree plan (MGMT) reflects the addition of MGMT 320: Social Entrepreneurship as well as two other courses that are being submitted concurrently for approval. The changes reflected in the Business Foundations portion of the degree plan are unrelated to MGMT 320: Social Entrepreneurship but included for consistency with the other two course applications. These changes will also be made for the remaining COBA degrees (ACCT, FIN, MKTG, IS). The required signature of a representative of the Registrar's office is included immediately following this revised MGMT degree plan.

Management (BBA) Business

- ACCT 210 Financial Accounting 3 hours
- BUSA 120 Introduction to Business 3 hours
- ECON 260 Macroeconomics (3 hours)¹
- ECON 261 Microeconomics 3 hours
- FIN 310 Financial Management 3 hours
- IS 322 Business Statistics 3 hours
- MGMT 330 Management and Organizational Behavior 3 hours
- MGMT 331 Operations Management 3 hours
- MGMT 439 Strategic Management (writing-intensive course) 3 hours
- MKTG 320 Principles of Marketing 3 hours
- Choose one: BUSA 419, FIN 419, MGMT 419, MKTG 419, 3 hours²

Mathematics

- Choose one: MATH 130, 131, 185, or 186 (3 hours)¹

TOTAL

30 hours

¹Hours (in parenthesis) may also fulfill university requirements and are not included in total major hours.

²Fulfills university requirement for cultural competency

MANAGEMENT CORE

- ACCT 211 Managerial Accounting or ACCT 302 Cost Accounting I 3 hours
- BLAW 363 Legal Environment of Business 3 hours
- IS 324 Management Information Systems 3 hours
- MGMT 345 Introduction to Management Science 3 hours
- Choose four courses: Advanced business selections 12 hours

MGMT 305
MGMT 332
MGMT 342 or 452
BUSA 435 or MGMT 335
MGMT 499

TOTAL

24 hours

MANAGEMENT EMPHASES (CHOOSE ONE)**Business Leadership (BL)**

Choose two or three courses: (3 hours may meet MGMT core).

(3)/6 hours

BUSA 435 Christian Business Leadership Perspectives

MGMT 335 Leadership in Organizations

MGMT 459 Project Management

Choose zero or one courses:

0-3 hours

COMS 421 Leadership and Communication

PSYC 388 Teams and Team Leadership

Total**6 hours****Human Resource Management (HR)**

MGMT 332 Human Resources Management (may meet MGMT Core)

3 hours

Choose two courses:

6 hours

MGMT 337 Safety, Health and Security

MGMT 373 Employee Planning, Recruitment and Selection

MGMT 375 Employee and Labor Relations

MGMT 447 Compensation and Benefits Management

Total**6 hours****Entrepreneurship and Philanthropy (EP)**

MGMT 305 Foundations of Entrepreneurship

3 hours

Choose two courses:

6 hours

MGMT 320 Social Entrepreneurship

FIN 420 Entrepreneurial Finance

MGMT 419 Global Entrepreneur (may meet Business Foundations)

MGMT 430 Entrepreneurial Venture Management

MGMT 432 Launching the Venture

Total**9 hours**

Advanced business or business concentration or support field

(advanced selections from same non-business prefix)

6 hours

TOTAL**12 hours****ELECTIVES**

Minimum

TOTAL MAJOR HOURS

72 hours

OTHER GRADUATION REQUIREMENTS

Minimum grade in each business and emphases course

C

Minimum GPA for graduation

2.5

Minimum advanced hours

33

Minimum total hours

128

Courses numbered 0** do not count in minimum hours required for degree.

APPROVED BY:

Name:

Title:

APPENDIX D

Justification for MGMT 320

Social entrepreneurship is a fast growing area of study in higher education and fits well with the university's mission and Christian focus. Social entrepreneurship curricula are also common among the colleges and universities with which ACU competes and looks to in various comparison groups. See below for descriptions of similar courses offered at some of ACU's peer and aspirational universities.

As a result of the demand among students and the offerings in entrepreneurship among other business programs, it is beneficial for ACU, COBA and our students to increase the course offerings in this area.

Course Descriptions from peer and aspirational universities

Baylor University

ENT 4353 Social Entrepreneurship and Economic Development

Prerequisite(s): ENT 3320 or consent of the instructor.

Is capitalism good for the poor? This course examines the morality of capitalism, the role of institutions in perpetuating or eliminating absolute poverty, and the contextual challenges of entrepreneurship. Recognizing the socio-cultural, political, economic, and technological challenges of doing business in the third world, we use organizational theory to design for-profit ventures that use appropriate technologies to create sustainable solutions to social problems. Course projects are intended to produce organizations that will be partially owned and operated by the members of the communities that benefit from their goods and services.

Belmont University

SET 2100. Introduction to Social Entrepreneurship (3).

This course introduces students to social entrepreneurship through case studies, key readings, and primary information resources. Students will become familiar with organizations and social entrepreneurs through service-learning projects, and will begin to develop skills demonstrated by successful social entrepreneurs, including team building and leadership, negotiation, and working in complex social and cultural environments. They will explore the sources of funding for social enterprises, including philanthropy, governmental funding, and income generating, self-sustaining social enterprises. Students will also plan their course of study in the major, including the identification of a track and an initial proposal for a project.

Lipscomb University

LJS 3513 The Social Enterprise - F, SP

This cornerstone course introduces students to social entrepreneurship, the pursuit of value-creating solutions in the social sector. The course examines social issues through the lens of entrepreneurial solutions. Students will gain the knowledge and skills necessary to develop and implement entrepreneurial solutions to some of society's most vexing issues. At the end of the course, they will create an entrepreneurial model to address a specific situation of interest to the student. Prerequisite: BA1013.

APPENDIX E

**Course Syllabus
(attached hereto)**

MGMT 320
SOCIAL ENTREPRENEURSHIP
SYLLABUS – SPRING 2014
JANUARY 6-10, 2014, 8:00 AM – 5:00 PM
COBA ROOM 216, 3 CREDIT HOURS



GRIGGS CENTER
FOR ENTREPRENEURSHIP & PHILANTHROPY

To educate students for Christian service and leadership throughout the world. (ACU Mission)

To glorify God by creating a distinctively Christian environment in which excellent teaching, combined with scholarship, promotes the intellectual, personal, and spiritual growth of business students, and educates them for Christian service and leadership throughout the world. (ACU COBA Mission)

Professor's Contact Information

Professor: Dr. Laura Phillips
Assistant Professor of Management
Phone: 325.674.2037
Email: laura.phillips@acu.edu
Office: COBA # 281
Office Hours: Monday-Friday from 2:00 pm – 4:00 pm

Course Description (from ACU Course Catalog)

Social Entrepreneurship will prepare students to start or join a business that has a social mission at its core. These businesses may utilize for-profit, nonprofit, or hybrid structures. Topics covered include personal and organizational mission, balancing mission and profit, choosing the optimal structure, networking, social media, measuring success, and expansion.

About the Course

Most of the classes taught in the College of Business are taught in the context of a for-profit structure. This class will fill in the gaps and address issues specific to organizations that have a social mission at the core, regardless of whether the organization also has profit as a primary objective.

We want ACU graduates to be a force for good in this world. This course will help widen our students' perspective on business and prepare them to lead an organization that has "doing good" as a primary objective.

And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through him. Colossians 3:17

Course Format

Prior to coming to class, you will be expected to complete assigned readings, watch assigned videos, and post responses to questions about the readings/videos. Class time will be spent in discussion, small group activities, presentations, and visits from guest speakers.

Prerequisites

Sophomore standing and a GPA of 2.5 or higher, or permission of the professor.

Course Objectives

The primary learning objectives and the assignments used to assess your achievement are as follows:

Competency	Related Assignment
Be able to articulate your personal mission statement and mantra as well as the mantra for your assumed social enterprise.	Homework, Class Presentations (preparing written personal mission statement and mantra)
Be able to select and justify the appropriate business structure for various ventures.	Exams
Develop a preliminary business plan for a social enterprise.	Homework (preparing written business plan for social venture)
Complete a grant application designed to obtain funding for a social venture.	Homework (preparing grant application for Abilene Community Foundation)
Develop an awareness of social ventures that are already in existence.	Class Participation
Develop contacts with current social entrepreneurs.	Class Participation, Class Presentations (focused on interviews with social entrepreneurs outside of class)
Be able to articulate multiple philosophies of solving global crises and share the pros/cons of each, along with your personal preference.	Exam
Be able to identify measures of success for a social mission as well as be able to design a study to test the outcomes and measure success	Exam

Course Materials

The required materials for this course are the following works:

1. *A Million Miles in a Thousand Years* by Donald Miller
2. *Mission, Inc.: The practitioner's guide to social enterprise* by Kevin Lynch and Julius Walls, Jr.
3. *Good to Great in the Social Sectors* by Jim Collins
4. *Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty* by Abhijit Banerjee and Esther Duflo

Grades and Assignments

All grades will be given on a 100 point scale. Final grades will be determined as follows: A = 90 or higher; B = 80 – 89; C = 70 – 79; D = 60 – 69; F = below 60.

Class assignments and the percentage of the final grade represented by each assignment are listed below. Detailed descriptions of the assignments are included later in this syllabus.

Assignment	Individual / Group	Percentage of Final Grade
Class Participation	Individual	25%
Class Presentations	Individual	25%
Exams	Individual	25%
Homework	Individual	25%

Attendance Policy

Please be on time to class. Repeated tardiness will result in the implementation of a tardy policy.

Missed classes will be reflected in the participation grade.

Academic Accommodations

If you have a documented disability and want to request academic accommodations, contact the ACU Student Disability Services Office (a part of Alpha Academic Services). To receive accommodations you must be registered with Disability Services and complete a specific request for individual classes. Call 325.674.2667 for an appointment with the Director of Disability Services.

COBA Honor Code

Objective

COBA faculty, staff and students will strive to proclaim in their lives competence, character and community. In joining COBA, students, faculty, and staff covenant to abide by the following ethical principles.

Competence

To lead and serve well requires competence. And to become competent requires diligence and hard work. We owe it to all who have prepared the way and who will follow in our footsteps, to be good stewards of opportunities and resources. Thus, in all you do: set priorities, seek excellence and professionalism in your work, satisfy requirements, and take responsibility for your learning and performance. You cannot build competence if you lie, cheat, steal, or tolerate those who do.

Character

A reputation of good character is built slowly through testing, yet can be destroyed in an instant by compromise or careless work, just as it can through injustice. Guard your character; it is worth more than a grade or promotion. "A good name is more desirable than great riches; to be esteemed is better than silver or gold" (Proverbs 22:1). You cannot build character if you lie, cheat, steal, or tolerate those who do.

Community

A spirit of fellowship and mutual encouragement holds each community member accountable. Accountability leads to a healthy community through adequate preparations for the tasks at hand, respectful truthfulness in all situations, and adding value to the tasks at hand. As a community, we must hold each other accountable to the principles of competence, character, and community. You cannot build community if you lie, cheat, steal, or tolerate those who do.

Academic Integrity Policy

We support ACU's Academic Integrity Policy located at:

http://www.acu.edu/campusoffices/studentlife/judicial/Documents/Acad_Integ_Policy_20.pdf

This important policy offers examples of academic infractions and a process for assigning consequences and voicing appeals. Ignorance of this policy is never an excuse. Individual instructors will define course specific definitions, however, in general you should avoid:

- Plagiarism: Copying or even paraphrasing words or ideas from another source (including current or past students) without giving adequate credit.
- Lying: Inventing data or sources or making false attributions about the origin of material or offering a deceptive reason for an absence or delay in the completion of academic work.
- Cheating: Facilitating or participating in any process that circumvents the intent of any exam, test, quiz, paper, or assignment.

Any dishonest act observed or reported will be investigated and if proven, be reported in administrative offices and records, and may be subject to any or all of the following outcomes:

- A zero for the assigned work
- A failing grade for the course
- Dismissal from the university

In addition to receiving a zero for the assignment, a student who has an academic integrity violation will be required to meet with Dr. Phillips and another COBA faculty member. Paperwork regarding the infraction will be filed with the Management Sciences Department Head as well as Student Life.

Withdrawing from the Course

To drop a course you must complete required paperwork with your advisor. Don't just stop coming to class without filing the paperwork or you will receive a failing grade instead of a refund.

Course Updates and Communication

This syllabus is your 'contract' for the semester. It is subject to change, and any changes will be announced in class. You are also responsible for reading your email, as information will frequently be sent this way. Course assignments will also be posted online.

Description of Assignments

The following are summaries of each graded assignment for the course. Please see the course schedule in this syllabus for the submission deadlines for each assignment.

Class Participation (25% of Final Grade)

Participation in class is evaluated by the quantity AND quality of your input. Thus, all students are expected to adequately prepare and be fully engaged in all classes. **Please note that when there are visitors or speakers, class participation (or lack thereof) counts double.** Your overall class participation is equally distributed over the course of the semester.

Class Presentations (25% of Final Grade)

Throughout the course students will be required to make presentations to the entire class. The two most significant of these presentations will be focused on your personal mission statement and mantra and interviews you conduct with social entrepreneurs outside of class. Additional instructions regarding time limit, expected use of visual aids, etc. will be provided in class.

Exams (25% of Final Grade)

The exams are designed to test your mastery of the material covered throughout the course. Mastery is demonstrated by properly completing the exam during the allotted time period. The exams may consist

of true/false, multiple choice, matching, short answer, and essay questions. Additional instructions will be included at the beginning of each exam. Please consult the course schedule included elsewhere in this syllabus for when exams are scheduled. Please remember that no collaboration of any sort is allowed while taking an exam.

Homework (25% of Final Grade)

Throughout the course you will be given assignments to complete outside of class. The amount of time and level of work required for these assignments will vary. The most significant homework assignments in the semester include a written business plan of a social venture (based on your own concept), preparing a written personal mission statement, and completing a grant application for a local foundation. Additional instructions for the various homework assignments will be provided in class.

Course Schedule

This schedule is subject to change. Changes will be announced in class.

Session	Assigned Readings / Guest Speakers / Class Topics
Monday, January 9 th 8:00 – 12:00	• A million miles in a thousand years, parts 1 & 2 • A million miles in a thousand years, parts 3 & 4 • A million miles in a thousand years, part 5; • Mission Inc. preface, Personal Mission and Mantra
Monday, January 9 th 1:00 – 5:00	• What is social entrepreneurship? • Organizational mantra and elevator pitch • Mission Inc., Chapter 1: 10 Paradoxes of the social enterprise • Courtney Vletas, Grants Director, Community Foundation of Abilene on getting grants
Tuesday, January 10 th 8:00 – 12:00	• Mission Inc., Chapter 2: Balancing impact and profit • Randy Halstead, Founder of Lifeworks on How do you get the ball rolling? • How a business can change the world
Tuesday, January 10 th 1:00 – 5:00	• Terry Johnson, Founder of ads4next on going from an idea to an enterprise • Mission, Inc., Chapter 3: Choosing the right structure • In-class assessment • Mission Inc., Chapter 4: Working with discipline

Session	Assigned Readings / Guest Speakers / Class Topics
Wednesday, January 11 th 8:00 – 12:00	• Mission Inc., Chapter 5: Creating financial health • Stephen Powell of BlueSky Climbing on starting a financially sound organization • Budgeting activity • Mission Inc., Chapter 6: Hiring the best people • Exam #1
Wednesday, January 11 th 1:00 – 5:00	• Jerita Howard of One Smart Cookie on how to balance mission with financial success • HR activity • Mission Inc., Chapter 7: Marketing • Scott Kilmer, ACU's social media guru on how to develop your online presence • Website show-and-tell
Thursday, January 12 th 8:00 – 12:00	• Mission Inc., Chapter 8: Leaning the enterprise • Presentations about social entrepreneurs • HR activity #2 (for lean times)
Thursday, January 12 th 1:00 – 5:00	• Mission Inc., Chapter 9: Measuring success • Measurement activity • Jim Porter on sources of funding other than grants • In-class assessment (Poor Economics) • Poor Economics presentations
Friday, January 12 th 8:00 – 12:00	• Poor Economics presentations • Mission Inc., Chapter 10: Expanding sensibly • Exam #2
Friday, January 13 th 1:00 – 5:00	• Linda Egle, founder of Eternal Threads on expanding into areas that are hard to monitor • Casper Steenkamp of World's Backyard on growing pains