BUSMHR 5530
Value Creation in the Social Enterprise
Fisher College of Business
Spring, 2017
M, W, 2:20 p.m. to 3:40 pm
Gerlock 210
(syllabus is subject to change)

Faculty:	Dr. Judy Tansky	**Office Phone:**	292-0532 614-361-6413 cell please leave name and number if I need to return call
Office:	250 Fisher	**Email:**	tansky.1@osu.edu
Office hours:	Before and after class By appointment		
COURSE URL	http://www.carmen.osu.edu		

Course Descriptions and Objectives

The social sector is making a concerted effort to sustain and, indeed, amplify its impact, applying specific business principles that translate effectively and have been proven in the private sector. Specifically, progressive social organizations are seeking to be more *entrepreneurial* in the manner in which they run their nonprofit *businesses*. This movement is commonly called *social enterprise.* Although there are a variety of definitions of social enterprise, the most common theme is the notion of delivering *blended value*. Also known as the "double bottom line" or even "triple bottom line", a commitment to blended value purports to encompass the financial impact familiar to any for-profit organization but also considers social and even environmental impacts familiar to nonprofits. A blended value approach links the profitability and sustainability of a social venture with its commitment to social change.

The purpose of this course is to (1) understand the theory of social enterprise and to be able to develop a business plan for a social enterprise project, (2) develop your interpersonal and communication skills, (3) offer you the opportunity to interact with individuals in a non-profit organization or the social innovation program on "real" organizational problems or issues that your team is asked to help address, (4) develop your ability to function as a member of a creative team charged with finding the best solution for an organizational issue, (5) to develop your presentation skills and prepare and deliver team presentations to the group sponsoring your project. This course will also give you the opportunity to (1) learn time management skills, (2) use your creativity, and (3) problem solve.

Expectations

1. You are expected to attend *all* classes (prepared to discuss assigned material)and meet the obligations that you commit to as a team member and as an individual within that team
2. You will be assigned to a team and therefore team dynamics will be an ongoing part of this course.
     If your team is experiencing problems please *do not wait until the end of the semester* to bring these issues to the attention of Dr. Tansky.
3. Your team will be expected to deliver a written document as well as a presentation by the end of the quarter.

Absolutely no cell phones in class – they cause too much disturbance

Assignments and Grades

Your grade for the course will be based on the following:

   40 points -- Attendance and participation (you may be called on in class to answer questions and will be tracked on participation – you must attend the entire class)
   40 points – Mon. Feb. 13 5 minute group presentation – describe your deliverables and how you plan to approach you project with a time line.
   40 points – Wed. March 1 – 10 minute group presentation of status of project. All must present
   40 points – Wed March 22 – 10 minute group presentation – status of project all present
   40 points =   practice presentation – **Mon April 17**
 100 points –   Group Presentation –**Wed. April 19** all must present
 100 points -- Written report – due by 5 p.m. **Friday April 28**
   50 points -- Evaluation by team members due 5 p.m. **Friday April 28**
   50 points -- Thought piece – you will be given several options around the topic of social enterprise for a 2 to 3 page paper – due **April 10**

Grading Scale:

A = 460 - 500	A- = 450 - 459	B+ = 440 - 449
B = 410 - 439	B- = 400 - 409	C+ = 390 - 399
C = 360 - 389	C- = 350 - 359	D+ = 340 - 349
D = 300 - 339	E = below 300	

Directions below to print off "The Link Between Competitive Advantage and Corporate Social Responsibility" by Michael Porter and Mark Kramer.

1. Go to http://library.osu.edu/
2. search all for Harvard Business Review
3. click view me for Harvard Business Review (second box if like mine)
3. access journal Business Source Complete Database
4. Log in
5. Find year and then volume – find article

As above, "Creating Shared Value", Michael Porter and Mark R. Kramer, Harvard Business Review,

Jan./Feb. 2011

Recommended books:

1. **Good to Great: Why Some Companies Make the Leap . . . and Others Don't – Jim Collins**
New York: HarperBusiness, 2001. 320 pages, 9 chapters.
Based on a five-year research project, *Good to Great* answers the question: "Can a good company become a great company, and, if so, how?" True to the rigorous research methodology and invigorating teaching style of Jim Collins, *Good to Great* teaches how even the dowdiest of companies can make the leap to outperform market leaders the likes of Coca-Cola, Intel, General Electric, and Merck.

2. *Good to Great and the Social Sectors: Why Business Thinking Is Not the Answer*, published in 2005 by Jim Collins.

3. Social Entrepreneurship: A Modern Approach to Social Value Creation. Arthur C. Brooks. Pearson, Prentice-Hall, 2008

4. Creating a World Without Poverty. Muhammad Yunus. New York: Public Affairs, 2007

5. Beyond Good Company: Next Generation Corporate Citizenship. B. Googins, P Mirvis, & S. Rochlin. New York: Palgrave MacMillan, 2007

> **". . . an increasing number of forward-looking nonprofits are beginning to appreciate the increased revenue, focus and effectiveness that can come from adopting "for profit" business approaches. Increasingly, they are reinventing themselves as social entrepreneurs, combining 'the passion of a social mission with an image of business-like discipline, innovation, and determination.'"[1]**
> **J. Gregory Dees, Duke University**

Disability Services
(http://ods.osu.edu/faculty_syllabus.asp)
 Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

Academic Misconduct
(http://oaa.osu.edu/coam/faq.html#academicmisconductstatement)

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.