



## ENT310 Social Entrepreneurship

### Course Details

Course Title	Social Entrepreneurship
Course Code	ENT 310
Credit Hours	3
Pre-requisites	N/A

### Instructor

Instructor	Prof. Byung-Ik Jung
Office	503
Consultation Hours	Monday—Friday 11:00—12:00 or by appointment
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Telephone	630-8516

### Mission Map

<b>Mission Based Goals</b> 	<b>Approximate % of Course Content</b>	<b>Approximate % of Assessment</b>
Global Perspective	10%	10%
Asian Expertise	10%	5%
Creative Management Mind	50%	60%
Cross Cultural Communications	20%	10%
Social Responsibility	10%	15%
<b>Total</b>	<b>100%</b>	<b>100%</b>

### Solbridge Mission and Course Objectives

Social entrepreneurship is a rapidly developing field of business in which entrepreneurs are using business methods to help solve social and environmental challenges otherwise ignored or missed by commerce and addressed predominately with often unsustainable donor-driven models by the non-profit sector.

This course is designed to provide a socially relevant academic experience in order to help students gain in-depth insights into economic and social value creation across a number of sectors/areas including poverty alleviation, energy, health and sustainability.

Through case studies, lectures, and classroom dialogue, students will learn to think strategically and act opportunistically with a socially-conscious business mindset. Topics will include problem/opportunity assessment, acquiring the necessary resources to grow a social enterprise, and the tradeoffs between social and financial returns on investment. Students will also gain exposure to various social organizational models that are making tangible and potentially scalable progress in serving the worlds poorest populations.

A number of social enterprises will be invited to share their business strategy and current issues they are facing. Students will be expected to develop a plan to solve these issues and present their outputs at the last week of class to social enterprises. The Socratic style of discussion will be used and a premium will be placed on innovative, limit-pushing thought and dialog by each student in class.

The focus of the course is on developing logical approach and creative ability to increase the “Creative Management Mind,” one of the five mission-based goals.

## Teaching Methodology

The course will use hybrid way of teaching combining classroom discussion and online lectures. For this flipped learning environment, **all students will be required to enroll for EdX to take a course, Entrepreneurship in Emerging Economies, from Harvard University** during week 1. Details will be introduced in week 1.

During week 2 and week 7, students will need to study EdX course in advance on Tuesday and will have discussion session with professor and classmates on Thursday.

**After mid-term exam, students will have a chance to hear real case example from a number of social entrepreneurs.** After hearing their issues and their topics students will work in a group. And on a weekly basis, groups will have a chance to meet professor to share their progress and get feedback about their findings and outputs.

## Ethics

Plagiarism, cheating, and academic dishonesty are unacceptable in a university setting, but working in the real world of commerce also requires strict ethical guidelines. Theft and other dishonesty, exploitation of vulnerable populations, and socially irresponsible actions are obviously not acceptable in this class or in life.

Students might be tempted to generate artificial interviews. This would not significantly impact the grade, but would significantly decrease the learning benefit.

## Assessment Method

There are five components to assessment in this class.

Component	Weight
Contribution and attitude	20%
Mid-term Exam	20%
Final Presentation	40%
Attendance	20%
<b>Total</b>	<b>100%</b>

### Attendance

Grading on attendance is a university requirement, and will be marked at the beginning and end of each class. Come to class and stay around. Succeeding in the class without regular attendance would be difficult.

## Grading Policy

This course is based a real project work which requires students' active participation. Grading will be discussed in class.

## Textbook

Because this is a practice-focused class, no textbook will be used.

## Table 1: Course Schedule

Week	Topics
Week 1	Introduction of Course
Week 2	Flipped learning: EdX and classroom discussion
Week 3	
Week 4	
Week 5	
Week 6	
Week 7	
Week 8	Mid-term Exam
Week 9	Group work & Group meeting with Prof. on a weekly basis
Week 10	
Week 11	
Week 12	
Week 13	
Week 14	
Week 15	Final Presentation to Clients