

# Accessing Socially Conscious Capital

## Course Introduction

Course Title	Accessing Socially Conscious Capital
Course Code	
Credit Hours	
Semester & Year	Winter - 2017
Pre-requisites	None
Co-requisites	None
Department	Solbridge International School of Business
Course Coordinator	

Class Type	Days	Time	Room
Lecture	Mondays-Fridays	TBA	TBA

## Instructor

Instructor	Mr. Daniel Lamaute Visiting Fulbright Specialist
Room	TBA
Consultation Hours	By Appointment
Email	<a href="mailto:xxxxxxxx@xxx.edu">xxxxxxxx@xxx.edu</a>
Telephone	

## Mission Map

Mission Based Goals	Approximate % of Course Content	Approximate % of Assessment
Global Perspective	25%	20%
Asian Expertise	15%	10%
Creative Management Mind	25%	25%
Cross Cultural Communications	15%	20%
Social Responsibility	20%	25%
Total	100%	100%

## Solbridge Mission & Course Objectives

The aim of this course is to advance the school's mission of educating the next generation of Asian thought leaders. Solbridge aims to equip its graduates with a Global Perspective, Asian Expertise, Creative Management Mind, Cross Cultural Communication and a sense of Social Responsibility. This course will touch on all of these objectives.

This course will give the students an introduction to the growing slice of financial resources targeted towards Impact Investments, and will equip them with some of the basic tools entrepreneurs need to more successfully tap into this source of capital.

“Socially Conscious Capital” also known as “Impact Investments” refers to the pool of funds targeted towards companies, organizations, and funds with the intent to generate a favorable societal impact alongside a financial return.

Globally there's a recognition that the disciplined market-based mindset of entrepreneurs is important to address today's major social problems. Entrepreneurs succeed by solving problems and by creating new benefits for their customers. Increasingly entrepreneurs are taking a leading role in helping solve some of our most intractable issues such as providing sustainable affordable services for all in health, education, and housing; to tackle environmental problems such as global warming, energy conservation; to improve gender, racial, and financial inclusion; and to better utilize the earth's resources.

In particular, this course will help prepare students to identify and access sources of Socially Conscious Capital in the following ways:

1. Understand the role of social entrepreneurship.
2. Gain knowledge on the size and characteristics of the Impact Investments Sector.
3. Identify and evaluate various sources of financing available for Socially Conscious ventures.
4. Be able to develop a pitch for the financing of a mock venture.

## Teaching Methodology

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via lecture and discussion. Through reading, class exercises, and case studies the student will gain an understanding of the opportunities and challenges in the impact investment sector, and learn the basic framework of preparing a financing pitch for a socially conscious venture.

## Course Materials and Readings

Research and reading assignments will be given by the instructor, and students are expected to be prepared to discuss the assignments in class. Required assigned

readings will come from diverse sources, including the following series of books, reports, and articles:

### Book

“Zero to One: Notes on Startups, or How to Build the Future” by Peter Thiel

### Reports and Articles

1. Impact Investing: Transforming How We Make Money While Making a Difference  
<https://www.aspeninstitute.org/videos/impact-investing-transforming-how-we-make-money-while-making-difference/>
2. “From Ideas to Practice, Pilots to Strategy Practical Solutions and Actionable Insights on How to Do Impact Investing” - A report by the World Economic Forum Investors Industries, December 2013  
<http://reports.weforum.org/impact-investing-from-ideas-to-practice-pilots-to-strategy/>
3. “From the Margins to the Mainstream: Assessment of the Impact Investment Sector and Opportunities to Engage Mainstream Investors” A report by the World Economic Forum Investors Industries  
Prepared in collaboration with Deloitte Touche Tohmatsu, September 2013  
[www3.weforum.org/docs/WEF\\_II\\_FromMarginsMainstream\\_Report\\_2013.pdf](http://www3.weforum.org/docs/WEF_II_FromMarginsMainstream_Report_2013.pdf)
4. Report on US Sustainable, Responsible and Impact Investing Trends 2016 –  
[http://www.ussif.org/files/SIF\\_Trends\\_16\\_Executive\\_Summary\(1\).pdf](http://www.ussif.org/files/SIF_Trends_16_Executive_Summary(1).pdf)
5. Aspen Network of Development Entrepreneurs/Village Capital: “Bridging the Pioneer Gap”  
Available: <http://www.aspeninstitute.org/publications/bridging-pioneer-gap-role-accelerators-launching-high-impact-enterprises>
6. Mapping the Impact Investing Sector in Brazil  
[https://assets.aspeninstitute.org/content/uploads/files/content/upload/AF\\_summary\\_english\\_06\\_eqom.pdf](https://assets.aspeninstitute.org/content/uploads/files/content/upload/AF_summary_english_06_eqom.pdf)
7. [https://thegiin.org/news-and-events/#present-at-the-creation-amit-bouri-looking-ahead-as-impact-investing'-turns-10-\(podcast\)](https://thegiin.org/news-and-events/#present-at-the-creation-amit-bouri-looking-ahead-as-impact-investing'-turns-10-(podcast))

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8. Strengthening Health Systems in Developing Countries Through Private Investment  
<http://www.calvertfoundation.org/storage/documents/GHILP-Final-Deck-Publish-web.pdf>
9. Small and Growing Businesses: Investing in the Missing Middle for Poverty Alleviation  
<http://boundlessimpact.net/market-intelligence/library/>
10. Rapid growth driving Asia's need for sustainability  
<http://www.dw.com/en/rapid-growth-driving-asias-need-for-sustainability/a-18203874>

### Requirements

The course format will be a combination of lecture-seminar format. The readings will be extensive and full participation in class discussions will be expected.

Students will be asked to write an essay that provide critical analysis of social entrepreneurship concepts; participate in a team entrepreneurship project that they will present in class along with their mock pitch to investors for that project.

### Course Outline

Below is a tentative outline. There will be adjustments as we move along. In any class, the instructor may announce additional reading material and or assignments.

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Session	Topics, Discussions & Readings	Assessments Submission
1	Introduction to Social Entrepreneurship	
2	The Impact Investment Sector	
3	Research Reports on Impact Investments	
4	Global vs Asian Market	Essay Assignment due
5	Sources of capital	
6	Development of mock social venture	
7	Framework for Investors	
8	Elements in Preparing a Pitch 1	
9	Elements in Preparing a Pitch 2	
10	Team Pitch Presentations	
11	Team Pitch Presentations	
12	Reviews and evaluations	

## Ethics

### Plagiarism

SolBridge considers plagiarism as a serious breach of professional ethics. Plagiarism will not be tolerated in any form at SolBridge. Penalties can be as severe as expulsion from the university. To avoid plagiarism, it is always best to do your own work or cite the work of others appropriately. Refer to your student handbook for a more detailed description of plagiarism and the associated penalties.

In this class, the rules are:

1. The first instance of plagiarism will result in a “zero” for the assignment in question, and a report will be filed with disciplinary officer.
2. The second instance of plagiarism will result in a fail grade for the entire course, and a report will be filed with disciplinary officer.
3. The third instance will result in institutional-level disciplinary action which could include expulsion from the school.
4. The instructor will report each instance of plagiarism, academic dishonesty and violation of school disciplinary rules to the disciplinary officer.

### Copying Textbooks, copyrighted materials and academic dishonesty

Copying Textbooks and other copyrighted materials without permission of publisher or author is tantamount to theft. Therefore, students are expected to purchase the prescribed books and other materials from the Woosong Bookstore.

- Students using copied versions of books without permission will be asked to leave the classroom.
- In addition, such students will get “zero” participation points and any other penalties as levied by the instructor.

Academic Dishonesty includes but not limited to: (a) cheating during examinations, (b) obtaining/ providing information for reports, assignments and examinations by fraudulent means, and (c) false representation of others’ effort as one’s own.

Some examples of academic dishonesty are: copying from other students during examinations; copying material from other students’ reports/ assignments and submitting the same as one’s own report; creating fictitious interview materials for assignments or reports.