University of Cincinnati  
Lindner College of Business  

Syllabus  

Social Entrepreneurship: Sustainable solutions to Global Challenges  

22-INTB 3094 001  
(3 credit hours)  

Fall 2017  

(T,R – 3:30-4:50)  
Lindner 108  

UC Professors  

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* UQAM students must submit their CV to Prof. Desroches by Monday, August 14.  
UC students must submit their CV to Prof. Polychroniou by Monday, August 14.  
(Please look up the last page of this syllabus for the proposed CV outline)  

* STUDENTS MUST BE PRESENT IN EVERY CLASS!
Learning objectives:

A. Educational/Academic

1. Acquire expertise with which to manage global challenges in a socially responsible way and from an entrepreneurial business perspective.
2. Develop the ability to integrate knowledge from various fields, operating in a socio-culturally diverse environment, and convert such knowledge into a scenario which would enable optimal decision making.
3. Learn, by working with students from another country, how diversity and cultural differences may impact both business as well as ethical decision making.

B. Professional/Practical

1. Acquire the culture & knowhow of how to use social entrepreneurship¹ to solve a social issue.
2. Develop a specific product concept toward solving a social issue.
3. Identify and ameliorate an existing product that is being used by a business, and customize it so that it could deliver social utility using culturally sensitive ethical decision making.

Global issues for Social Entrepreneurship

- Environment
- Health
- Migration/Immigration
- Poverty
- Education
- Human Development (Gender, Age, Special groups)

Readings: A must! Read the first four (4) before the Semester starts!

2. Social Entrepreneurship: The Case for Definition: www.ssireview.org/articles/entry/social_entrepreneurship_the_case_for_definition

A must! Visit/Review the following websites before the Semester starts, in particular, and visit regularly the following website www.ted.com

5. Visit www.ted.com to get ideas about global challenges, and, how new thinking might empower innovativeness and propel social entrepreneurs into creating a sustainable and profitable business.
6. Visit the websites of Appendix “E” to get a deeper understanding of what Social Entrepreneurship is.

¹ Entrepreneurship is an innovative way to profitability. Social entrepreneurship’s goal is to tackle a social challenge and present a product-solution at some “nominal” profit.
Reference materials (N.B.: These books may be found on the internet or elsewhere, i.e., purchasing those books is not required).

- David Grayson and Adrian Hodges, "Everybody's Business - Managing risk and opportunities in today's global society”.

Course work:

<table>
<thead>
<tr>
<th>Individual Product Idea/ Business Opportunity Venture¹ (Appendix A)</th>
<th>5 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment² – Project structure (Appendix B)</td>
<td>15 %</td>
</tr>
<tr>
<td>(The project/product choice must be cleared with the Faculty)</td>
<td></td>
</tr>
<tr>
<td>Status Report³ (Appendix C)</td>
<td>15%</td>
</tr>
<tr>
<td>Assignment² – Project structure (Appendix B)</td>
<td>15 %</td>
</tr>
<tr>
<td>Status Report³ (Appendix C)</td>
<td>15%</td>
</tr>
<tr>
<td>Assignment² – Project structure (Appendix B)</td>
<td>15 %</td>
</tr>
<tr>
<td>Assignment² – Project structure (Appendix B)</td>
<td>15 %</td>
</tr>
<tr>
<td>Term project – in teams:</td>
<td></td>
</tr>
<tr>
<td>Presentation of the project (Professional attire required)</td>
<td>25 %</td>
</tr>
<tr>
<td>Written Term paper⁴ (Appendix “D”)</td>
<td>25 %</td>
</tr>
</tbody>
</table>

Student evaluation of their teammates’ contribution & Intra-group interactions (to be submitted electronically by Nov. 30) 15%
(Students to assign a “numerical” grade to their teammates) 100%

GRADES will be posted ASAP!

Submission date:

| September 5 TUE. |
| Sept. 26 for SR 1 |
| Oct. 17 for SR 2  |
| Oct. 31 for SR 3  |
| November 17 FRI. |
| November 28 TUE. |

(Team size to be specified in class. Teams must be Interdisciplinary)

Status Reports – Goal

Teams will have the opportunity to present, through “status reports”, their project-progress for an open-class discussion, consultation and feedback as indicated in the schedule below. Each team will have ten (10) minutes to discuss their progress and ask pertinent to their project questions. Students may comment or offer their constructive observations on each other’s project. Faculty will have five (5) minutes to offer advice and relevant consultation.

¹ See Appendix "A", to be submitted electronically by each participant on September 5th.
² See Appendix "B", to be submitted electronically by each team on Saturday September 16th.
³ See Appendix "C", to be submitted electronically by each team on September 26th (SR1), October 17th (SR2), and October 31st (SR3).
⁴ See Appendix "D", to be submitted both electronically and in a hard copy by each team, during Week 15, Tuesday, November 28, by 4 p.m., as per schedule.

ALL SUBMISSIONS SHOULD BE ONE DOCUMENT in WORD, ELECTRONIC AND SENT TO ALL 4 INSTRUCTORS! TEAM-SUBMISSIONS SHOULD HAVE THE MEMBERS’ NAMES & TEAM NUMBER.
(Teams are expected to use visual aids in their presentations and reports).

**HOW TO SUBMIT ASSIGNMENTS**

The cover page of all submissions should have the following, in sequence unless otherwise noted:

- Team # (teams will be numbered)
- Team-member-names
- Description of the PRODUCT & COUNTRY/REGION

**DEADLINES CANNOT BE NEGOTIATED!**

<table>
<thead>
<tr>
<th>Week 1 8/21 M</th>
<th>Tuesday</th>
<th>Thursday</th>
</tr>
</thead>
</table>
| 8/22          | Discuss Syllabus  
                STUDENT INTRODUCTIONS (Background/Interests/Stories)  
                (Students get to know each other)  
                Travel & logistics. Visit from Honors program. | 8/24  
                STUDENT INTRODUCTIONS (both campuses) |

<table>
<thead>
<tr>
<th>Week 2 08/28 M</th>
<th>Tuesday</th>
<th>Thursday</th>
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</table>
| 08/29          | **RAJ TODAY!**  
                Introduction to Social & Global issues  
                Intro to Social Entrepreneurship | 08/31  
                Social Entrepreneurship – Global challenges (Poverty, Health, Environment, Trade, Minorities (special groups) Open discussion |

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<thead>
<tr>
<th>Week 3 09/4 M</th>
<th>Tuesday</th>
<th>Thursday</th>
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</table>
| 09/5 CP       | Travel issues – Presentation by UC international  
                NB: Your written one pager template on product idea is due today, September 5th  
                See Appendix “A” for details. | 09/7 CP  
                Entrepreneurship Measurement  
                EACH STUDENT TAKES A MINUTE TO PRESENT THEIR IDEA OF PRODUCT & REGION/COUNTRY.  
                [½ hr.] |

<table>
<thead>
<tr>
<th>Week 4 09/11 M</th>
<th>Tuesday</th>
<th>Thursday</th>
</tr>
</thead>
</table>
| 09/12          | **MONTREAL**  
                Program Rationalization and Identifying Marketable assets  
                More … on Social Entrepreneurship | 9/14 **In Montreal**  
                (from MONTREAL returning 9/17)  
                10-Minute Presentation on CASH FLOW |

<table>
<thead>
<tr>
<th>Week 5 09/18 M</th>
<th>Tuesday</th>
<th>Thursday</th>
</tr>
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</table>
| 09/19          | Debriefing  
                **(ON TRIP EFFECTIVENESS)**  
                (Samples “Status Reports” are released today) | 09/21  
                TEAMS CONDUCT THEIR OWN VIDEOCONFERENCE IN CLASS |

<table>
<thead>
<tr>
<th>Week 6 09/25 M</th>
<th>Tuesday</th>
<th>Thursday</th>
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</table>
| 9/26 Status report 1 (to be submitted by 9/26, 12 Noon) | On “Business Plan” development  
                (Analyzing Appendix “D”)  
                Or  
                PROJECT CONSULTATION | 9/28 **STATUS REPORT 1**  
                (EACH TEAM GETS 10 MINUTES TO PRESENT)  
                (Professors offer critique)  
                (Student-critique is encouraged) |

<table>
<thead>
<tr>
<th>Week 7 10/2 M</th>
<th>Tuesday</th>
<th>Thursday</th>
</tr>
</thead>
</table>
| 10/3          | DISCUSSION on PROJECT | 10/5  
                TEAMS CONDUCT THEIR OWN VIDEOCONFERENCE IN CLASS |
<table>
<thead>
<tr>
<th>Week 8</th>
<th>10/9 M</th>
<th>10/10</th>
<th><strong>NO CLASS – READING DAYS</strong></th>
<th>10/12</th>
<th><strong>TEAMS CONDUCT THEIR OWN VIDEOCONFERENCE IN CLASS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 9</td>
<td>1016 M</td>
<td>10/17</td>
<td>Discussion of project issues <strong>Status report 2</strong> (to be submitted by 10/17, 12 Noon) (CONSULTATION)</td>
<td>10/19</td>
<td>On <strong>CASH FLOW</strong> issues <strong>STATUS REPORT 2</strong> (EACH TEAM GETS 10 MINUTES TO PRESENT) (Professors offer critique) (Student-critique is encouraged)</td>
</tr>
<tr>
<td>Week 10</td>
<td>10/23 M</td>
<td>10/24</td>
<td>REVIEWING the development of your Business Plan (CONSULTATION)</td>
<td>10/26</td>
<td><strong>TEAMS CONDUCT THEIR OWN VIDEOCONFERENCE IN CLASS</strong></td>
</tr>
<tr>
<td>Week 11</td>
<td>10/30 M</td>
<td>10/31</td>
<td>REVIEW of your Business Plan – CONCERNS? <strong>Status report 3</strong> (to be submitted by 10/31, 12 Noon) (CONSULTATION)</td>
<td>11/2</td>
<td><strong>STATUS REPORT 3</strong> (EACH TEAM GETS 10 MINUTES TO PRESENT) (Professors offer critique) (Student-critique is encouraged)</td>
</tr>
<tr>
<td>Week 12</td>
<td>11/6 M</td>
<td>11/7</td>
<td>(CONSULTATION) <strong>IMPORTANT</strong>: Students should inform their professors that they have to take off classes or other events, while their Canadian colleagues are in Cincinnati.</td>
<td>11/9</td>
<td><strong>TEAMS CONDUCT THEIR OWN VIDEOCONFERENCE IN CLASS</strong></td>
</tr>
<tr>
<td>Week 13</td>
<td>11/13 M</td>
<td>11/14</td>
<td>Organizing UQAM students’ visit to UC</td>
<td>11/16 &amp; 17</td>
<td>UQAM &amp; UC students collaborate in CINCINNATI <strong>11/17 (FRI) Presentations from 3:00-7:00</strong></td>
</tr>
<tr>
<td>Week 14</td>
<td>11/20 M</td>
<td>11/21</td>
<td><strong>NO CLASS</strong></td>
<td>11/23</td>
<td><strong>NO CLASS</strong></td>
</tr>
<tr>
<td>Week 15</td>
<td>11/27 M</td>
<td>11/28</td>
<td><strong>NO CLASS</strong> <strong>TERM PAPER DUE IN BOTH (HARD COPY &amp; ELECTRONIC)</strong> (by 4:00 p.m.)</td>
<td>11/30</td>
<td><strong>Debriefing</strong> Deadline for submitting your <strong>numerical</strong> evaluation of your teammates. (Delays will cause a 5% reduction in your course grade)</td>
</tr>
</tbody>
</table>
Appendix “A”

Defining your Individual Product Idea / Business Opportunity Venture  (5%)

Note
This written one-page assignment must be submitted to both Professor Polychroniou (Cincinnati) and Professor Desroches (UQAM), by Tuesday September 5th.

The Assignment
On the basis of your readings, your analysis of pertinent www.ted.com, and www.sife.org, and talks with friends / others, prepare and submit a one-page written document, to be shared in class with all students, about your product idea / business opportunity that you have personally identified at this time.

This Assignment will help students
• Refine their one-minute oral presentation of their product idea, in our videoconference of September 7th.
• Find common interests among class participants to form teams, when we meet in Montreal on September 14th to 16th.

(You may use a second page, if needed)

Name: ___________________________ University of _____________________

1. My idea is: (Purpose Statement – Clear, brief description of Business Idea)

2. Where would it apply – Region(s) or Country(ies), and, why?

3. What “risks” or “challenges” need to be considered with your business idea?

4. What is the “social value” of your idea? Please explain!
Appendix “B”

Project Assignment – Project structure (15%)
To be submitted on Saturday September 16th.

Team #_______

Project approved by (member of faculty):
_________________________________________________________________

Note
Product should be tangible. NO SERVICE!
Product concept should be “feasible”, i.e., implementable.
Solution should be “sustainable”, “reproducible”.
Focus on a “specific” Social Need, in a “specific” Country/Region NOT a Developed one.
Project’s Core Value: Make the relevant global community ORGANIZED &
FUNCTIONAL, irrespective of the standard of living.

Team participants:
1. ___________________________________________________________________
2. ___________________________________________________________________
3. ___________________________________________________________________
4. ___________________________________________________________________
5. ___________________________________________________________________

Idea or concept of product to be developed (What?):
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

How will the product developed help solve a need generated by a global social issue That is, what is the purpose of this product?
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________

What is your reason for being in such business? (What propelled you to choose the product you chose?)
_________________________________________________________________
_________________________________________________________________
Appendix “B” cont’d

What is the key theme that describes your business (Try to keep the message to one sentence; you may also suggest a logo that best captures this spirit)

__________________________________________________________________________

__________________________________________________________________________

What is the primary benefit/utility of your product?

__________________________________________________________________________

__________________________________________________________________________

What are the secondary benefits of your product?

__________________________________________________________________________

__________________________________________________________________________

What is the social impact that your product generates?

__________________________________________________________________________

__________________________________________________________________________

What do you think will be the two most critical resources in your proposed venture (design, production, sales, support, research, IT/web specialist etc.)

__________________________________________________________________________

__________________________________________________________________________

What are the 5 major capital needs for this business (facility, equipment, inventory, payroll, lease payments, patent payments etc.)

__________________________________________________________________________

__________________________________________________________________________
Appendix “B” cont’d

How will you finance your business’ start-up and subsequent growth?

____________________________________________________________________________

____________________________________________________________________________

How will your business/product help upgrade society?

____________________________________________________________________________

____________________________________________________________________________

Finally, your Group needs to establish a work plan that would include:
  • Work division/allocation (who will be doing what).
  • Meeting schedule
  • Means of Communication (i.e., Google Hangout; Skype; Facebook; Oovoo, etc.)

Have you established such plan?
  Yes ________  No ________
Appendix “C”

**Status reports (15%)** To be submitted by each Team as per schedule!
The purpose of the Status Reports is to give your team the opportunity to first, check on the progress of your project and, second, to get some control over the direction and timing of the project.

**STATUS REPORTS II & III SHOULD NOT BE REPEATING INFORMATION ALREADY OFFERED IN PREVIOUS REPORTS.**

However, **EACH** and **EVERY** Status Report should include:

- A cover page with: Team #; Names; Course; Year; Instructors; Project; & Status Report #.
- A “detailed” description of the product. (**CUT & PASTE for Status Reports II & III**)
- Your project’s schedule, in the form of a GANTT chart.
- How many meetings have you had, up to now?
- What kind of technologies did you use for those meetings?

**Status Report I (should be on)**

- What did you discuss in your meetings, so far?
- What kind of technologies did you use for those meetings?
- Do you still feel comfortable about your chosen product?
- Have you agreed on roles that each team member will play in your project? What are they?

**Status Report II (should be on)**

- What is the specific progress you have made since Status Report I?
- What has and has not been achieved, that you had intended to achieve?
- How is your team working on the project? (ARE ALL TEAM-MEMBERS INTERESTED AND PARTICIPATING IN THE WORK?)
- What challenges has your team encountered and how have you all met them?
- What do you foresee being the challenges for continuing on the project?

**Status Report III (should be on)**

- What is the specific progress you have made since Status Report II?
- Manufacturing feasibility of your product (production/technical/costs) – Product design!
- Marketability – Formulation of Marketing Strategy, i.e.,: (What is the PRODUCT/PRICE/PROMOTION/DESTRIBUTION)?
  (Are there any Segments? Who is your Target market? What is your Positioning?)

**Note:** The above should produce your project’s Total COSTS – Direct & Indirect. So, **UNIT PRICE minus UNIT COSTS = GROSS PROFIT.**
Appendix “D”

WRITTEN TERM PAPER  (25%)
To be submitted on Tuesday, November 28th. Deadline: 16:00. [Hard copy & electronic]

The paper **must** include:

1. Cover page (see spec below – next page)
2. Table of contents
3. Pagination properly done
4. MAXIMUM OF 20 PAGES (for body of the Paper, excluding Graphs, Tables, Appendices, etc.)

The paper **must** be written as follows:

1. Font: Times New Roman 12-font
2. Spacing: 1 ½
3. Margins: ¾ inch or 2 ½ cm. (please remain consistent)

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**BUSINESS PLAN**  (STRUCTURE / CONTENTS)

1. Executive Summary
   
   Highlights on:
   
   Business purpose – Mission of the business
   Product (Detailed description)
   Action to be taken
   Expected results (Defend your expectations)

2. Product’s impact on Social entrepreneurship
   
   a. Why is your product good for S.E.?
   
   b. How are you going to scale up your operation? (reaching a bigger market, and,
      increase your program’s/offering’s institutional impact on your market)

3. Product Development Issues
   
   a. Idea search and concept refinement (describe/Process)
   
   b. Feasibility – Technical/Marketing/Financial
   
   c. Design of prototype/product (to be included in your report)

4. Marketing Issues
   
   a. Who is your Target market (user/buyer – characteristics)
      (Demographics/Sociographics)
      (Whom do you reach? i.e., User or Buyer?)
   
   b. How will the “offering” be distributed
      (Accessibility to the product – barriers: geographic/social/economic)
   
   c. How will the “offering” be promoted
   
   d. What is the pricing of your product versus that of your competition?
      (What are your Gross margins (projected)
   
   e. Who is your competition and how is your product différents from your competition’s?
      My competition is: …………
      Our product is different because: …………
   
   f. List of resources the target population will need to acquire and use your product.
      (How will they get those?)
   
   g. How are you going to advertise and promote your product?
5. Management Issues  
   a. Do you have a management team needed to achieve your goals? List the names and who will be responsible for what activity to get your new venture started. For example, who will be responsible for facilities, hiring, or sales.

6. Financial Issues  
   a. Incipient investment required  
   b. Cash flow  
   c. Pro forma (Projected) Income Statement  
   d. ROI estimates

7. General  
   a. What NGOs, advocacy groups, facilitating institutions might be interested in your product/service? Which grants and foundations might provide seed money? Are corporate partnerships possible? With what kind of firms?  
   (Outline your plan for success)

* The following should be written on the Cover Page, in sequence:  
  Business Plan  
  Project name  
  Team #  
  Team member-names  
  Names of universities  
  Names of professors  
  Universities  
  Month & Year
Appendix “E”

Social Entrepreneurship: Sustainable and Profitable solutions to Global Challenges

A sample of relevant Websites:

http://www.ted.com

http://www.refintl.org/

http://www.kiva.org/

http://www.globalissues.org/

http://www.globalissues.org/issue/1/trade-economy-related-issues

http://www.worldbank.org/


http://www.theworldchallenge.co.uk/2008-winner.php

http://www.sife.org/Pages/Default.aspx

http://www.fife.org/

http://www.youtube.com/watch?v=T3071I5QQ2Q&NR=1 (7:11)

http://www.vimeo.com/6115585 (1:30)

https://vimeo.com/6115320 (0:45)

CV OUTLINE

A CV must be submitted, as per the following spec:

- Picture in the upper right-hand corner
- Personal information, i.e., name, contact info, etc.
- Education
- Work experience
- Extra-curricular activities
- Hobbies & Interests

REMINDER: The CV must be submitted by Monday, August 14th, to Professor Desroches and Professor Polychroniou.