Social Entrepreneurship: Sustainable solutions to Global Challenges

22-INTB 3094 001
(3 credit hours)

Fall 2015

(T,R – 3:30-4:50)
Lindner 108

UC Professors

Raj Mehta
Director of HONORS and Vice Provost - International
raj.mehta@uc.edu

(Ad Hoc Professor – Special Guest)

Constantine Polychroniou
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UQAM Professor

Jocelyn Desroches
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Project Consultant
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Special guest speakers

* UQAM students must submit their CV to Prof. Desroches by Monday, August 17.
  UC students must submit their CV to Prof. Polychroniou by Monday, August 17.
  (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 entrepreneurship\(^1\) 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](http://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](http://www.ted.com)

5. Visit [www.ted.com](http://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.

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\(^1\) 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 Venture(^1) (Appendix A)</th>
<th>5%</th>
<th>Submission date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment(^2) – Project structure (Appendix B)</td>
<td>15%</td>
<td>September 8 TUE.</td>
</tr>
</tbody>
</table>
| Status Report\(^3\) (Appendix C) | 15% | Sept. 30 for SR 1  
| | | Oct. 14 for SR 2  
| | | Oct. 28 for SR 3 |
| Term project – in teams: | | November 13 FRI. |
| Presentation of the project (Professional attire required) | 25% | |
| Written Term paper\(^4\) (Appendix “D”) | 25% | December 1 TUE. |
| Student evaluation of their teammates’ contribution & Intra-group interactions (to be submitted electronically by Dec. 2) | 15% | |
| | | 100% |

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

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. (Teams are expected to use visual aids in their presentations and reports).

\(^1\) See Appendix "A", to be submitted electronically by each participant on September 9th.
\(^2\) See Appendix "B", to be submitted electronically by each team on Saturday September 20th.
\(^3\) See Appendix "C", to be submitted electronically by each team on October 2\(^{nd}\) (SR1),  
October 16\(^{th}\) (SR2), and October 30\(^{th}\) (SR3).
\(^4\) See Appendix “D”, to be submitted both electronically and in a hard copy by each team, during Week 15 by 4 p.m., as per schedule.

ALL SUBMISSIONS SHOULD BE in WORD, ELECTRONIC AND SENT TO BOTH PROFESSORS!
HOW TO SUBMIT ASSIGNMENTS

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

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

<table>
<thead>
<tr>
<th></th>
<th>Tuesday</th>
<th>Thursday</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>8/24 M</td>
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<td></td>
<td>8/25</td>
<td>8/27</td>
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<tr>
<td></td>
<td>• Discuss Syllabus</td>
<td>STUDENT INTRODUCTIONS. (Background/Interests/Stories)</td>
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<td>• Let the students get to know each other. Travel &amp; logistics. Visit from Honors program.</td>
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<tr>
<td>Week 2</td>
<td>08/31 M</td>
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<td>09/1</td>
<td>09/3</td>
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<td></td>
<td>(Pre-departure orientation)</td>
<td>RM</td>
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<td></td>
<td>RM RAJ TODAY!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to Social &amp; Global issues</td>
<td>Social Entrepreneurship – Global challenges (Poverty, Health, Environment, Trade, Minorities (special groups) Open discussion</td>
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<tr>
<td></td>
<td>Intro to Social Entrepreneurship</td>
<td></td>
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<tr>
<td>Week 3</td>
<td>09/7 M</td>
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<td></td>
<td>09/8 CP</td>
<td>09/10</td>
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<tr>
<td></td>
<td>Travel issues – Presentation by UC international Entrepreneurship Measurement</td>
<td>Program Rationalization and Identifying Marketable assets</td>
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<tr>
<td></td>
<td>NB: Your written one pager template on product idea is due today, September 8th See Appendix “A” for details.</td>
<td>EACH STUDENT TAKES A MINUTE TO PRESENT THEIR IDEA OF PRODUCT &amp; REGION/COUNTRY. [½ hr.]</td>
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<tr>
<td>Week 4</td>
<td>09/14 M</td>
<td>09/18</td>
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<td></td>
<td>09/15 (leaving 9/16) for MONTREAL</td>
<td>In Montreal</td>
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<td></td>
<td>More … on Social Entrepreneurship</td>
<td>(from MONTREAL returning 9/20)</td>
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<tr>
<td>Week 5</td>
<td>09/21 M</td>
<td>09/24</td>
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<td></td>
<td>09/22 Debriefing</td>
<td>TEAMS CONDUCT THEIR OWN VIDEOCONFERENCE IN CLASS</td>
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<td></td>
<td>(ON TRIP EFFECTIVENESS)</td>
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<td>Week 6</td>
<td>09/28 M</td>
<td>10/1</td>
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<tr>
<td></td>
<td>9/29</td>
<td>RAJ TODAY!</td>
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<td></td>
<td>On “Business Plan” development?? (Analyzing Appendix “D”) Or PROJECT CONSULTATION</td>
<td>Status report 1 (to be submitted by 9/30, 12 Noon) (EACH TEAM GETS 10 MINUTES TO PRESENT) (Professors offer critique) (Student-critique is encouraged)</td>
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<tr>
<td>Week 7</td>
<td>10/5 M</td>
<td>10/8</td>
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<tr>
<td></td>
<td>10/6 Debriefing</td>
<td>TEAMS CONDUCT THEIR OWN VIDEOCONFERENCE IN CLASS</td>
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</tbody>
</table>

Next page ⇒
<table>
<thead>
<tr>
<th>Week 8</th>
<th>10/12 M</th>
<th>10/13</th>
<th>Discussion of project issues</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>10/15</td>
<td><strong>Status report 2</strong> (to be submitted by 10/14, 12 Noon) (EACH TEAM GETS 10 MINUTES TO PRESENT) (Professors offer critique) (Student-critique is encouraged)</td>
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<tr>
<td>Week 9</td>
<td>10/19 M</td>
<td>10/20</td>
<td>Discussion of project issues</td>
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<td>10/22</td>
<td>A 10-minute presentation on CASH FLOW issues</td>
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<td><strong>Guest speaker: JASON BARKELOO</strong></td>
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<tr>
<td>Week 10</td>
<td>10/26 M</td>
<td>10/27</td>
<td>REVIEWING the development of your Business Plan</td>
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<td>10/29</td>
<td><strong>Status report 3</strong> (to be submitted by 10/28, 12 Noon) (EACH TEAM GETS 10 MINUTES TO PRESENT) (Professors offer critique) (Student-critique is encouraged)</td>
</tr>
<tr>
<td>Week 11</td>
<td>11/2 M</td>
<td>11/3</td>
<td>REVIEW of your Business Plan – CONCERNS?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11/5</td>
<td><strong>TEAMS CONDUCT THEIR OWN VIDEOCONFERENCE IN CLASS</strong></td>
</tr>
<tr>
<td>Week 12</td>
<td>11/9 M</td>
<td>11/10</td>
<td>Organizing UQAM students’ visit to UC IMPORTANT: Students should inform their professors that they have to take off classes or other events, while their Canadian colleagues are in Cincinnati.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11/12, 13 &amp; 14</td>
<td>UQAM &amp; UC students collaborate.</td>
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<td></td>
<td>11/13 (FRI)</td>
<td>Presentations from 4:00-7:00</td>
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<tr>
<td>Week 13</td>
<td>11/16 M</td>
<td>11/17</td>
<td>NO CLASS</td>
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<td></td>
<td></td>
<td>11/19</td>
<td>NO CLASS</td>
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<tr>
<td>Week 14</td>
<td>11/23 M</td>
<td>11/24</td>
<td>NO CLASS</td>
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<td>11/26</td>
<td>NO CLASS</td>
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<tr>
<td>Week 15</td>
<td>11/30 M</td>
<td>12/1</td>
<td>NO CLASS <strong>TERM PAPER DUE IN BOTH (HARD COPY &amp; ELECTRONIC)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12/3</td>
<td>Debriefing</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 8th.

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 10th.
• Find common interests among class participants to form teams, when we meet in Montreal on September 16th to 19th.
  (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 19th.

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?)
____________________________________
____________________________________
____________________________________
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.)
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 that would have:
  Team #; Names; Course; Year; Instructors; Project.
- A brief 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” you have had, up to this point?
- The kind of technologies you use for these meetings?

**Since your PREVIOUS Status Report:**

- Is your project unfolding on time?
- 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:**

- Manufacturing feasibility of your product (production/technical/costs)
- 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, PRICE minus TOTAL COSTS = GROSS PROFIT.
Appendix “D”

WRITTEN TERM PAPER  (25%)
To be submitted on Tuesday, December 1st. Deadline: 16:00. [Hard copy & electronic]

<table>
<thead>
<tr>
<th>The paper <strong>must</strong> include:</th>
<th>The paper <strong>must</strong> be written as follows:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cover page (see spec below)</td>
<td>1. Font: Times New Roman 12-font</td>
</tr>
<tr>
<td>2. Table of contents</td>
<td>2. Spacing: 1 ½</td>
</tr>
<tr>
<td>3. Pagination properly done</td>
<td>3. Margins: ¾ inch or 2 ½ cm. (please remain consistent)</td>
</tr>
<tr>
<td>4. MAXIMUM OF 20 PAGES (for body of the Paper, excluding Graphs, Tables, Appendices, etc.)</td>
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</tr>
</tbody>
</table>

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

3. Product Development Issues
   a. Idea search and concept refinement
   b. Feasibility – Technical/Marketing/Business
   c. Design of prototype

4. Marketing Issues
   a. Who is your Target market (user/buyer – characteristics)  
      (Demographics/Sociographics)  
      (Whom do you reach?):
   b. How will the “offering” be distributed  
      (accessibility to the product – social/economic barriers)
   c. How will the “offering” be promoted
   d. What is the pricing of your product versus your completion’s?  
      (What are your Gross margins (projected))
   e. Who is your competition and how is your product different 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 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
  Group #
  Group member-names
  Names of universities
  Names of professors
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/

**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 17th, to Professor Desroches and Professor Polychroniou