MGT 4803 (CRN#22119): Social Impact Deep - Dive and Design
Monday –Wednesday 4:30 – 5:45pm, Scheller College of Business

This course is for those curious (maybe even passionate) about social and/or environmental issues, who want to understand the root cause of those issues, and the challenges of providing evidence-based solutions. You will explore topics and master tools like: Impact Gap Canvas, Asset-Based Community Development, Human-Centered Design, systems thinking, social impact assessment, customer discovery, Theory of Change, and more.

A series of hands-on workshops and class discussions, complemented by conversations with experts from the frontlines, will equip you with broadly applicable problem discovery tools and skills that you can apply in any field and career. The final deliverable is a deep-dive presentation (which could include suggestions for possible solutions) on a specific societal issue given to a panel of practitioners from the social sector (at the Ideas to Serve Competition in the spring semester, or in-class for fall semester course).

This course fulfills two requirements of the SLS Innovating for Social Impact Program: the Dive and the Final Deliverable. The course is also under consideration as an elective for the Leadership Minor (Business Track) and the Entrepreneurship Certificate, and is a Design Bloc affiliated course.

Learning Outcomes:
Students will be able to identify relationships among ecological, social, economic/institutional systems. Students will master universally applicable system mapping tools like ABCD and Impact Gap Canvas.

This course is for you if you:
- are wondering how you can make a real, lasting – and appropriate – difference in other people’s lives
- are contemplating (or already working on) solutions for social issues that you are passionate about
- have ever been on a mission trip, ASB, or anything ‘without borders’ and were left wanting more
- heard sobering statistics about poverty, (lack of) economic mobility, income disparity, environmental degradation, etc., and want to understand why?
- are undecided about what you want to be when you grow up and are wondering what it means to work in the social sector
- want to understand how you, with your degree, skills, and in your planned career, can create societal value and work with your community to address some of the existing inequalities

The course is co-taught with MGT 4611, Integrative Management Analysis (the Leadership Minor Capstone). The first three weeks of the semester will cover the same material for both courses, and after that the MGT 4803 teams will work on their problem discovery and participate in the workshops, while the LM capstone teams will work on their community service projects. On some Wednesdays you will attend the Impact Speaker Series that brings in leaders and entrepreneurs from all sectors who will serve as a great resource on a variety of topics.

Everyone with a passion for improving the human condition is welcome!

If you have questions - please email Dori Pap (lead instructor) dori.pap@ile.gatech.edu.