MGT 4803 – Social Entrepreneurship Practicum, Spring 2017

Tuesday-Thursday 3:05-4:25pm in EDB 235

Instructor: Dori Pap

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Office Hours: by appointment

Who Should Take this Course?

This course is for students who are passionate about social (and/or environmental) issues, and have identified an interest area where they want to make real change by developing an innovative solution. The course will serve as a guide in the students’ problem solving journey by exploring topics like: human-centered design, social impact assessment, customer discovery, sustainable communities, and more. Students will connect with area experts who will serve as mentors and provide feedback throughout the semester. Much of the course will be conducted “workshop style” with guest speakers presenting on topics that will help teams with their project’s development. There will also be plenty of opportunity for peer learning where students can share their feedback and advice with classmates.

The end goal is to have a project ready for entry in the Ideas to Serve Competition – Tech’s social innovation event – to compete for up to 10K in start-up funds. The course is also under consideration for the Leadership Minor and the Entrepreneurship Certificate.

This course is ideal for students who already have an idea for a solution to a social problem and need guidance and resources to move from idea to action. If you do not have a specific idea already, you can team up with someone in the class who does. Everyone with a passion for improving the human condition is welcome!
**Course Description:**

The goal of social entrepreneurship is to create social value by applying innovative solutions to pressing societal issues. In this course students are expected to develop sustainable solutions to a social issue of their choosing. This is a follow-up to the Social Enterprise (SE) course MGT 4194. It is a practicum course challenging students to develop, test, and launch their solutions to a social problem that they are passionate about. While the SE (MGT 4194) course is not a pre-requisite students are expected to have a working understanding of entrepreneurship in the social sector (See Appendix for a Glossary of terms that students enrolling in this course should be familiar with).

Comprised of once-a-week workshop style class discussions with various guest speakers who are experts in the social sector (practitioners, impact investors, and academics), this course will promote team-based learning where a significant amount of prep time will be spent ‘outside the building’ talking to potential customers and testing hypotheses. By the end of the semester teams are expected to have an investor pitch, executive summary, and presentation deck prepared describing: The Problem, The Solution, The Social Impact Measurement, and The Plan to Launch.

The Social Business Canvas will be used as general framework for going through the steps of the entrepreneurial process. The main goals of the start-ups created during this course should be improving the human conditions and creating sustainable communities in the process.

Teams are expected to ‘test’ their projects at the Ideas to Serve Competition in April and their entries will be considered in the Advanced Track of the event.

**Course Objectives:**

- To engage in a collaborative learning process
- To participate in customer discovery process
- To develop a first (or second for more advanced projects) iteration of their product/service, and apply human centered design principles in the process
Develop a Theory of Change and a Social Impact Assessment
Practice team leadership and management skills

Upon completion of this course, students will:

- Understand the opportunities and challenges facing a social entrepreneur
- Master the key elements of developing a social start-up
- Know the basics of the Human-Centered Design process
- Be able to do Customer Discovery for a product/service
- Be connected to local social enterprise experts
- Participate in a social innovation competition

Grade Breakdown:

A: 89.99 and above
B: 79.99 – 89.98
C: 69.99 – 79.98
D: 59.99 – 69.98
F: 59.98 and below

Reading List:

[Lean Startups for Social Change: The Revolutionary Path to Big Impact](#) by Michel Gelobter

Various articles that will be posted on the class schedule with their due date.
Assignments Guide:

Presentation 1: Problem Definition & Theory of Change Presentation (20 points)
Presentation 2: Solution & Initial Hypotheses (20 points)
Presentation 3: Customer Discovery Results (20 points)
Presentation 4: I2S Pitch & Exec Summary (30 points)
Participation (10 points)

Note on attendance:

Participation in classroom activities is a critical aspect of this course. A part of the grade will be an assessment by the instructor of student’s participation in discussions and presentations. Obviously if you miss class often, talk with others during lecture, or come to class late/leave class early your grade on class participation will reflect such poor attendance. Participation is judged not just by frequency of speaking, but also by the quality of your comments or questions. Sometimes quality participation includes asking the right questions to draw out further discussion and ideas.

Note about grading:

Students who have poor attendance or who don't take advantage of the extra credit opportunities should not expect me to "make up" points for them. Needing a better grade to keep your scholarship, parents' approval, or good academic standing is not relevant to decisions on final grades.

If you feel there has been an error in working out your grade for a particular assignment please let me within one week of receiving your grade.

Extra Credit: Students may earn extra credit for participation in certain activities. These include attending select IMPACT Speaker Series presentations, and other opportunities that I will share with you during the semester. Extra credit opportunities will earn you 2 points per occasion, and you may count up to three such occasions for a total of 6 points. Your extra credit will be registered when you submit a 2 paragraph write-up of the lessons learned from the event you participated in. An extra credit form is available on t-square and must be submitted within a week of the respective event.
Note about Extra Credit opportunities:

You are welcome to take advantage of these, but please understand that I am in no way required to schedule these opportunities at a time that works for everyone’s schedule (that would be impossible). They are called “extra credit” for a reason. So if your school or work schedule doesn’t allow you to attend these events please don’t complain about it and please don’t ask for special accommodations.


Students with disabilities should contact the ADAPTS office to request accommodations (404-894-2564)

Glossary of Terms: Social Entrepreneurship; Theory of Change; non profit/for profit/bcorp (legal forms); foundations; impact investment; social return on investment; crowd funding, grants, Ashoka/Echoing Green.