

**TITLE SOCIAL ENTREPRENEURSHIP**

Sponsor(s) Robert S. D'Intino e-mail: dintino@rowan.edu  
Kimble A. Byrd e-mail: byrd@rowan.edu  
Linda Ross e-mail: ross@rowan.edu

DEPARTMENT Management/MIS  
 College Rohrer College of Business

If LAS -check:  History/Humanities  Social/Behavioral Sciences  
 Math/Science

UNDERGRADUATE

- New non gen-e
- Short-Term non
- Minor curricular
- Existing non gen-
- Non gen-ed degree
- Major
- Minor, specializatic

*dintino@rowan*  
*byrd@rowan*  
*ross@rowan*  
*flaming@rowan*  
*hair@rowan*

*for all in  
 Manag.  
 Section  
 1/26  
 2006*

**Signatures Required: representing approva.**

Department Chair: Robert  
 Department CURRICULUM Chair: Michae  
 Academic DEAN: Edward

COLLEGE CURRICULUM COMMITTEE Date: 3/28/06  
 Approved \_\_\_\_\_  
 Not Approved \_\_\_\_\_

Signature: College Curriculum Chair [Signature]

Signature: SENATE CURRICULUM CHAIR [Signature]  
 Date: 4/17/06

Comments: \_\_\_\_\_

Signature: Executive Vice President/Provost: [Signature]  
 Date: 5/30/06

Signature: REGISTRAR [Signature]  
 Date: 6/14/06

Course Description Received & Approved  
 Hegis Taxonomy & Course # MGT 06.346

Notification Forward:

- SCC CHAIR
- IR
- CAP
- Registrar
- Academic Dean
- Department Chair
- VP/Student Affairs
- Other-

*DE*

## COURSE PROPOSAL – FEBRUARY 14, 2006

### Details

- a. Course Title: **Social Entrepreneurship**  
HEGIS Number: 0506.3XX
- b. Sponsor(s): Dr. Robert S. D'Intino, Prof. Kimble Byrd, and Dr. Linda W. Ross
- c. Credit Hours: 3 s.h.
- d. Course Level: Undergraduate Junior 300 level
- e. Prerequisites: Junior Standing (57 semester hours completed)
- f. Suggested time and scale of implementation: The course will be offered for the first time in spring 2007. In successive years one section of this course will be offered in spring semester.

### Curricular Effect

**Offering:** The Entrepreneurship specialization commenced September 2004 and this will be the first new elective added to the undergraduate entrepreneurship curriculum.

We expect students from specializations in both the College of Business and the general university will be interested in taking Social Entrepreneurship as an elective course.

**Adequacy of the present staff:** Members of the present staff (Robert S. D'Intino, Ph.D., Linda W. Ross, Ph.D., and Kimble Byrd, J.D.) are qualified to teach the course. An additional new entrepreneurship faculty position is in the College of Business tentative schedule and until this new position is approved and filled, the entrepreneurship faculty will be supplemented by one or two highly qualified adjunct professors. Space needs are limited to an available classroom with no additional requirements for implementation.

**Recommended Library Resources:** The University Business Librarian Connie Rosenberger has been consulted and signed the attached Library Resource Form on February 1, 2006. With regard to this specific course, the university library currently holds in its collection basic book titles on the subject of entrepreneurship, economic development, and social needs in a variety of academic fields. Additional book titles requests for this particular course would be modest and within the scope of the current acquisitions budget earmarked for business titles. More importantly, resources from ABI, Lexis-Nexis and other online databases will be used as well as the printed serials include magazines and journals currently in the Rowan collection. Because social entrepreneurship is a rapidly growing area, many of the most current resources will be available to Rowan students through online searching.

Please see the attached signed Library Resource Form.

## **Rationale**

The growing topic area of Social Entrepreneurship is bridging part of the gap between growing community needs and decreasing governmental funding. Social entrepreneurs are choosing to initiate new mission-driven ventures as interest and excitement in a wide range of social entrepreneurship community projects are increasing across the globe. These ventures represent new and more creative approaches to social challenges and opportunities. In essence social entrepreneurship action merges the passions of a social mission with innovative entrepreneurial thinking and business management knowledge and skills. At the same time, both nascent and experienced mission-driven entrepreneurs are seeking to learn the necessary skills and tools to become successful social entrepreneurs and produce social value. This course will introduce Rowan undergraduate students to the knowledge and skills they will need to make contributions to make their communities better places to live and work.

## **Essence of the Course**

a. Objectives of the course in relation to student outcomes. Statements of what a student is to learn as a result of completing the course.

We define social entrepreneurship as the process of using business knowledge and skills to create innovative approaches to societal problems. Social entrepreneurship applies to both profit and non-profit firms who have programs designed to create social value.

This course is about using entrepreneurial thinking and skills to craft creative and innovative responses to important social problems. Entrepreneurs are particularly good at recognizing opportunities, exploring innovative approaches, mobilizing resources, evaluating and subsequently managing risks, and building viable enterprises. These skills are just as valuable in the social sector as they are in business.

Educational Objectives for Student Learning include:

- To examine the challenges and rewards of entrepreneurship and management in creating and developing social purpose organizations.
- To build the knowledge, skills, and attitudes necessary for responding successfully to the challenges.
- To provide an appreciation of the relative strengths and weaknesses of different organizational forms, nonprofit and for-profit, in providing social goods and services.

b. Topical Outline/Content:

Social entrepreneurship focuses on how to bring and adapt business skills to the social sector. It provides a conceptual framework for thinking strategically about innovation in the social sector. The primary education method will include readings, exercises, case studies, and lectures from practitioners in the field. A field based learning project will be included.

Entrepreneurship represents a story about the process of combining different forms of capital with opportunity recognition, innovation and network alliances. In this course we will seek the answers to the following questions:

- What influence do the five types of capital (financial, human, social, cultural, and intellectual) have on the establishment and growth of social entrepreneurial ventures?
- Where do opportunities come from? Are they out there, or inside the individual? How should they be evaluated? How should they be pursued?
- How are social innovations cultivated, protected, and sustained? What are the primary sources of creativity and innovation in a social entrepreneurial venture?
- What are the roles of various levels of networks and alliances in entrepreneurship? How do social, community, and organizational networks and alliances influence the establishment and growth social ventures?

The course is organized into seven modules in addition to the social entrepreneurship introduction and domain descriptions:

- Start-Up and Early Stage Ventures deals with the issues an entrepreneur faces in creating and sustaining a social venture, profit or nonprofit organization.
- Innovations in the Social Capital Markets examine how to utilize financial markets to obtain social outcomes.
- Achieving Social Objectives with Commercial Ventures examines a number of creative approaches organizational structures used by for-profit companies to address social issues
- Crafting Alliances among nonprofits and with for-profits is covered in this module.
- The Legal Context of Social Entrepreneurship covers the range of considerations concerning the startup and operation of social entrepreneurship ventures
- Managing Growth and Performance explores the distinctive challenges associated with growing a social enterprise.
- Appropriate and Sustainable Funding Strategies explore the methods of funding social enterprises.

c. Evaluation of students and grading procedure.

Grades will be based on class participation in discussions and exercises and written case analysis and assignments. Student grades will include multiple written assignment and one significant final research project and report.

d. Course Evaluation: Procedures that will be used to assess the success of the course in meeting the goals and objectives of the college as well as the objectives of the course (e.g., student evaluations, departmental curriculum review, and program review).

Course evaluation will be consistent with practices in the Management/MIS Department and the College of Business. Student evaluations will be administered each semester. Routine program reviews are conducted as part of the Management/MIS Department's continuous improvement processes.

### **Results of Consultations**

a. Letters of consultation: Letters of consultation are provided from the Chairs of the Rohrer College of Business Accounting/Finance Department and the Marketing Department.

See Appendix for Letters regarding the Social Entrepreneurship course.

b. Additional consultation should be solicited from any individual on campus who might have expertise relative to the course. List the names of all persons from departments and/or disciplines consulted. None attached. Attach a statement about the results (pro and con) of the consultation.

c. Attach copies:

### **Additional Information**

Please see attached Library Resource Form

## **Catalog Description**

### **Social Entrepreneurship**

HEGIS Number: 0506.3XX

Prerequisite: Junior Standing (57 semester hours completed)

The Social Entrepreneurship course provides a broad theoretical perspective and practical framework for understanding social entrepreneurs and the social ventures they create ranging from local social organizations to large international social ventures leading global change. The course introduces students to the possibilities of social entrepreneurship and an introduction to the entire social venture creation process and life cycle.

This form **MUST BE COMPLETED FOR NEW COURSE or PROGRAM PROPOSALS, and EXTENSIVE CHANGES TO A COURSE or PROGRAM.**

The purpose of this form is to provide a channel of communication between the Campbell Librarians and faculty when submitting new course or program proposals, or making extensive changes to existing courses or programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the new courses/programs, or extensive changes to same. The information will also provide the rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

**Note:** Sponsor(s) complete parts A & B  
If assistance is required to complete, please notify the librarian liaison.  
Forward this form to the librarian who will complete parts C, D & E

**When form is completed, attach to the original curriculum proposal before submitting to the Senate office.**

A. College: Rohrer College of Business

Department: Management/MIS

Proposed by: Dr. Robert S. D'Intino

Date: January 31, 2006

COURSE TITLE: Social Entrepreneurship

Anticipated Date for Course/Program Offering: Spring 2007

**B. List specific resources that should be acquired to support this course.**

No additional faculty or library resources will be necessary to support this course.

**C. Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.**

The Library resources already available to support the Entrepreneurship undergraduate specialization program will be sufficient to support this course

**D. List key periodicals available in the library to support this course/program.**

Many of the new social entrepreneurship journals and website support materials are available free of charge on the internet. In addition, the Kaufman Entrepreneurial Foundation of Kansas City provides an extensive free database of support materials for both business and increasingly for social entrepreneurship. See for example, <http://www.entreworld.org> or [www.fasttrac.org](http://www.fasttrac.org).

**E. Librarian comments & recommendations:**

I have discussed this proposal with the liaison and am comfortable that we can meet the needs of the course. I support the curriculum details of the course.

LIBRARIAN LIAISON: Connie Rosenberger  
Business Librarian

Signature: *Connie Rosenberger*

eld/05 2/01/06

**To:** D'Intino, Robert Stephen  
**From:** Berhe Habte-Giorgis  
Chair, Department of Marketing  
**Date:** 2/14/2006  
**Re:** Letter of Consultation

---

I would like to inform you that the Marketing Department supports your course proposal "Social Entrepreneurship".

Let me know if there is anything else we can do for you.

**D'Intino, Robert Stephen**

---

**From:** Welsh, Carol **Sent:** Thu 2/16/2006 5:01 PM  
**To:** D'Intino, Robert Stephen  
**Cc:**  
**Subject:** RE: UPdate: New Course Proposal -- Letter of Consultation  
**Attachments:**

The new course proposal for Social Entrepreneurship is a valuable addition to the undergraduate Entrepreneurship specialization. It is the specialization's first elective and will enhance student options as well as broaden the College of Business curriculum.

Carol N. Welsh

Chairperson Accounting & Finance

William G. Rohrer College of Business

Rowan University

Glassboro, NJ 08028

welsh@rowan.edu

---

**From:** D'Intino, Robert Stephen  
**Sent:** Thursday, February 16, 2006 2:44 PM  
**To:** Welsh, Carol  
**Subject:** UPdate: New Course Proposal -- Request for Letter of Consultation

Carol

I updated the course proposal re. your comments to include the COB plan for a new future Ent. faculty position. I still need your letterof consultation. A one or two sentence email will suffice. Once I get this, I will return to the Senate office and have my proposal "updated" on line.

Thank you for your support,

Bob

From: [Abbott, James R.](#)

Sent: Fri 5/26/2006 8:15 AM

To: [D'Intino, Robert Stephen](#)

Cc:

Subject: RE: Social Entrepreneurship Letter of Support

Attachments:

[View As Web Page](#)

Dr. Miller offers the following assessment. I second his evaluation. This course will be an important addition to the University's curriculum. Regards,  
Jim Abbott  
Sociology

With the prerequisite (junior standing), interested sociology majors should find the course insightful and useful. I am particularly impressed by its basic questions such as:

- Where do opportunities come from? Are they out there, or inside the individual? How should they be evaluated? How should they be pursued?
- How are social innovations cultivated, protected, and sustained? What are the primary sources of creativity and innovation in a social entrepreneurial venture?
- What are the roles of various levels of networks and alliances in entrepreneurship? How do social, community, and organizational networks and alliances influence the establishment and growth of social ventures?

and its seven modules because they get to the heart of what to do with a "good idea" and how to transform it into a workable plan for an aspiring social entrepreneur.

All in all, I can see no adverse impact to the Sociology Offerings and feel it would be a good complement to the upper-level electives for sociology students.

**From:** D'Intino, Robert Stephen  
**Sent:** Wed 5/24/2006 2:57 PM  
**To:** Abbott, James R.  
**Subject:** Social Entrepreneurship Letter of Support

James Abbott

I talked with DeMond Miller a couple of times last week and he said he was OK with my proposal for the SocEnt course. All I need is your letter (or email) support to move this forward to the Provost. I'm going to be out of town over the next couple of weeks and I hope to get this settled.

If you have any questions, please let me know.

And thank you for support,