

PORTLAND STATE UNIVERSITY
in partnership with the Gap Year Association (GYA)

MGMT 199: Social Entrepreneurship – Creating Impact Through Innovative Action

COURSE SYLLABUS

CREDITS: 4 quarter-credits – Continuous Enrollment Course

Students who plan to use this course to fulfill specific requirements should discuss transfer options and obtain written approval from a counselor or study abroad advisor at their own college/university PRIOR to enrolling in this course.

PREREQUISITES:

There are NO prerequisites for this course.

METHOD OF INSTRUCTION:

This course is a field-based self-study. The course instructor will correspond with the student and provide written feedback on course assignments via email and other remote communication.

INSTRUCTOR OF RECORD:

PSU has approved the following Instructors of Record, one of whom will be assigned to you (typically two+ weeks prior to the beginning of your program):

- Britt Basel, MS - brittbasel@ecothropic.com
 - Dianna Hahn, MA - dianna@gapyearassociation.org
 - Alexander Papouchis, MS - alexpapouchis@gmail.com
 - Cam Sylvester, MA – ccamsylvester@gmail.com
- Office: 503-206-7336
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COURSE DESCRIPTION:

This course will provide hands-on learning opportunities for undergraduate students who participate in study-away opportunities. It will introduce students to examples of social entrepreneurship and ask them to reflect on and analyze an organization's ability to drive enduring change. Students will perform an in-depth examination of a problematic social issue and analyze ways social entrepreneurs have attempted to address this issue.

COURSE EXPECTATIONS:

- **Environment of Respect:** Disagreement and diversity of opinions are encouraged. You will be challenged to think critically about the impact of cultural differences, which may emerge in concepts of gender, race, the roles environment has in business and market development, socioeconomic status, physical and cognitive ability, sexuality, and other forms of diversity. You are encouraged to ask difficult questions and engage in discussion and critical reflection. Please be respectful of others, listen, and try to understand differences.
- **Experiential Learning:** In this course, learning is an experiential process in which you will have the opportunity to reflect on your experiences throughout the term. The richness of the course will depend on the questions, insights, and active participation that you bring.
- **Personal Responsibility:** You are expected to engage fully in the coursework and take action if you need help. Please communicate any concerns about assignments, deadlines, or course activities to your Instructor of Record.
- **Academic Integrity:** Please adhere to university policies. Take special note of policies regarding plagiarism and course withdrawal. Each student is expected to prepare their own assignments, and any assignments submitted should be the sole work of the student. Academic dishonesty, including cheating, plagiarism, or knowingly furnishing false information, will not be tolerated.

PSU's Code of Student Conduct may be found at <https://www.pdx.edu/dean-student-life/psu-code-student-conduct-and-responsibility>

STUDENT OUTCOMES:

Upon completion of this course, participants will be able to:

- Understand the concept of social entrepreneurship
- Be exposed to how social entrepreneurs are delivering impact to transform societies
- Analyze social change endeavors and study different models of social entrepreneurship in practice
- Recognize different methods for using data as a tool for measuring impact of social enterprise
- Learn how social entrepreneurship principles are applied in case studies

CONTACT HOURS, EXCURSIONS, AND METHODS OF INSTRUCTION:

A total of 40 contact hours will be facilitated. These hours will come in the forms of:

- On-site instruction with local guides, field trips, independent travel, and guest speakers
- Volunteering with local service-learning projects and business focused on innovative change
- Interviews with local community members, business owners, entrepreneurs, etc.
- Site visits to businesses, lodging destinations, agricultural sites, and restaurants
- Books, periodicals, and videos provided on-site
- Use of local libraries, town halls, community centers on-site
- Excursions to local museums, monuments, historically significant sites, etc.

ASSIGNMENTS

REQUIRED HOURS: You must complete 40 contact hours as described above. The Gap Year Association will provide verification of hours.

DAILY JOURNAL: The journal requirement is an important component of your grade for this course. It will count for 30% of your final grade. Elements that make a strong journal include self-reflection and evidence of critical thinking.

If you are enrolled in multiple courses, you are only required to **maintain one journal for all courses**

Journals should be **handwritten and legible**, as handwritten reflections tend to be deeper and more insightful than those maintained digitally. Additionally, many programs have limitations to device usage in different locations; as such, a typed version may not be an option.

Journals will be graded as follows:

- **Self-reflection (20%):** Ask yourself critical questions about the experience you are having. How is this different from what you expected? What personal challenges are you experiencing? How are you learning and growing from this experience?
- **Reflection about your location and host culture (20%):** What is similar to and/or different from your home culture/environment? What is unique about this place/location? How is your day-to-day experience and learning in the host culture challenging or validating your worldviews?
- **Sharing reflections on group dynamics (20%):** What lessons can you take away from the experience you are having with your cohort? How are you developing or changing within the group?
- **Reflection on specific course themes (20%):** Review the student outcomes from the courses you are registered for. In your journal entries, speak directly about your inquiry and learning related to those course themes.
- **Quality & Consistency (20%):** Journaling every day or every few days with focus on the above elements will lead to higher quality journals and a better overall journal grade.

REQUIRED READING: You must read at least **ONE** book from the Recommended Reading list and demonstrate knowledge learned and/or perspectives expressed (with [MLA](#) or [APA](#) citations) in your FINAL REPORT.

A **FINAL REPORT** of insights gained from your study-away experience is required in order to complete the course. **Our expectation is that the paper you submit will reflect college-level writing.** Your report should be 8-10 pages in length. Reports must be typed (double spaced) with a cover page that includes your name, the academic quarter (e.g. fall 2021), the name of the program you attended, and the course number.

Submit a comprehensive analytical paper examining a social enterprise you engaged with during your experience, or one that you studied extensively during your program. Explain the problem that this organization is seeking to address via social entrepreneurship. How have their efforts impacted local, regional, and/or global communities? Which initiatives have had positive outcomes? Which have not achieved the intended outcome? How do you know? What data or metrics does the organization use to measure outcomes? In your view, can this model be expanded and replicated with other communities? Why or why not?

Final Report will be graded as follows:

- Analysis of social entrepreneurship in practice - 20%
- Explanation of impact on local, national, or global communities - 20%
- Accurate references to data or metrics used to determine impact - 20%
- Discussion of success or inability to scale project – 10%
- Clarity and organization of ideas - 10%
- Grammar and punctuation - 10%
- Ability to demonstrate knowledge from the required readings - 10%

DEADLINES & SUBMISSIONS:

All course requirements must be submitted by:

- Fall Semester: January 20th
- Spring Semester: June 20th

SUBMITTING JOURNALS & FINAL REPORTS:

- **Journals:** Once complete, please capture legible images/scans of your handwritten journal and submit as **ONE COMPLETE** document via email/shared drive to your instructor. Instructors reserve the right to refuse your journal submission if it is not legible. Some tips for quality submission when photographing or scanning your journal:
 - Ensure adequate light
 - Use equal camera height/distance if taking photos of journal
 - Turn OFF the flash
 - Pay attention to shadows and reflections
 - Ensure the entire page is captured and sections are not cut off (even margins)!
- **Final report:** Please email or share your final report with your Instructor of Record

COURSE EVALUATION:

- **Daily Journal** (30% of total course grade): Evaluation criteria include, but are not limited to, clearly presented ideas and observations, creative thought, and relevant concepts.
- **Final Paper** (70% of total course grade): Evaluation criteria include, but are not limited to, appropriate grammar and verb use, format, content relevance, organization, analysis, originality, and summarization skills.

- **Required Readings:** This is a requirement for successful completion of this class and 10% of your paper grade depends on your referencing examples and lessons learned. Citations are required.
- **Required Hours:** The Gap Year Association will provide verification of these hours.
- **Grading:** This course is graded with letter grades A - F. See more details about PSU's grading system [here](#).

READING LIST

Students must read and cite at least ONE book in the final assignment. The following books have been approved for this course. Any other books not on this list must first be approved by your Instructor of Record.

ALL REGIONS:

Building Social Business: The New Kind of Capitalism that Serves Humanities Most Pressing Needs, by Muhammad Yunus

Emergent Strategies: Shaping Change, Changing Worlds, by Adrienne Marie Brown.
A book for those interested in radical social change for those willing to think creatively about what that can look like. A book full of poetry, lyrics, essays, exercises and more to help expand your thinking.

How to Change the World: Social Entrepreneurs and the Power of New Ideas, by David Bornstein
Using case studies to highlight social entrepreneurship, this book reveals ground breaking problem-solving models being used today.

It's About Damn Time: How to Turn Being Underestimated into Your Greatest Advantage, by Arlan Hamilton
An empowering guide to finding your voice from an unlikely personal story in Silicon Valley

The Infinite World, by Simon Sinek
"...leaders who embrace an infinite mindset build stronger, more innovative companies."

Systems Thinking for Social Change: A Practical Guide to Solving Complex Problems, Avoiding Unintended Consequences, and Achieving Lasting Results, by David Peter Stroh

The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World, by John Elkington

The Tipping Point: How Little Things Can Make a Big Difference, by Malcom Gladwell