



ECON 350 | Social Entrepreneurship

(1.5 Units*)

ECON 550 | Social Entrepreneurship

(1.0 Units*)

Instructor: Bakytbek Sagynaly
Executive Director
Association of Social Entrepreneurs (ASE)
Director LTD Will Gorow
sagynaly_b@auca.kg
WhatsApp: +996 772 670 745

Time: TBD

Location: American University of Central Asia, Bishkek, Kyrgyzstan

Number of hours: 90 (6 academic hours per week, over the course of 15 weeks)

**One Bryn Mawr unit is equivalent to four undergraduate semester hours or five graduate semester hours.*

COURSE DESCRIPTION

The Social Entrepreneurship course is a unique training program for students to improve entrepreneurial potential, leadership skills, life skills training and solving social problems of society by supporting innovative projects. This program includes theoretical and practical basics of social entrepreneurship, business planning, organizational and financial planning, design thinking, leadership basics and investment analysis.

The course introduces you to both theory and practice of social entrepreneurship in experimental and collaborative class environment. We will explore concepts of social entrepreneurship and mindset of social entrepreneurs; social entrepreneurship ideas and opportunities, learn how to develop concept of social enterprise and social enterprise business plan. Real market examples of Social Enterprises will guide students through the process of developing a venture to address social, cultural or environmental problems. Students will develop their idea and iterate on the business model throughout the course, and acquire their skills to design and evaluate social ventures.

The program includes motivational meetings with successful entrepreneurs, master classes and business tours of social enterprises in Kyrgyzstan.

COURSE OBJECTIVES

- Define social entrepreneurship and distinguish its elements from across a continuum of organizational structures;
- Appraise the role of the social entrepreneur in addressing unmet social problems;
- Translate a social problem into an opportunity for co-creation of a social value;
- Expose students to the concept of social innovation;
- Apply the Social Business Model Canvas, lean startup methods, design thinking tools for planning and launching social venture.



LEARNING OUTCOMES

Upon completion of this course, students should be able to:

- Describe social entrepreneurship and characteristics of social entrepreneurs;
- Describe the challenges and opportunities of social innovation;
- Recognize opportunities and generate ideas of social enterprises;
- Define a social problem and the scope that needs to be changed for the problem to be addressed
Demonstrate skills of system and design thinking for social innovation;
- Use the business model canvas and design thinking tools for launching their social venture;
- Develop, write, and present a business plan for their social venture.

ATTRIBUTES DEVELOPED

Cognitive/analytical, Subject knowledge, transferable skills, Professional/Practical

ACADEMIC HONESTY

All students should abide the AUCA Honor Code. Academic dishonesty of any kind will not be tolerated. As defined, academic dishonesty is a "failure to maintain academic integrity." Review the full [academic honesty policy](#).

Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism. Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in "F".

CLASS POLICIES

Class Format

Lecture sessions will be combined with learning experiential learning and techniques such as case studies, simulations, exercises, and group discussions, teamwork.

Attendance

This class is practical and requires your collaboration. Your participation is strongly encouraged. Therefore, class attendance is VERY IMPORTANT.

Be on time

Your earned points will drop 1 point each time you have unexcused absence.

Participation

As mentioned above the course is interactive, so being active in the classroom is important. Participation will be evaluated based on your attentiveness, respect to classmates and instructor, preparedness, and involvement in class discussions. These include actively participating individually during the "discussion" part of our sessions, in small group meetings, and in-group presentations.

ASSIGNMENTS

Detailed instructions on each assignment and the deadlines student will find on e-course and Padlet.



Any assignment or project that does not meet deadline will be not graded. Please do not send me late assignments via email.

Case Analysis

There will be a series of cases that we will analyze in our class. You are expected to read the case beforehand, and be prepared to discuss them during seminar class.

Journaling

Each week before class, you will have the opportunity to journal your own thoughts, ideas and answer questions on specific topics of Social Entrepreneurship, readings, and cases we discuss.

Group Project of Social Entrepreneurship

Work in teams to design a social enterprise. Develop your Business Model Canvas (BMC) for your enterprise, Business Plan and present your BCM design to the class.

Pitching Social Entrepreneurship Ideas

Develop and pitch a business plan in a group or individual.

GRADING AND ASSESSMENT

Students take two exams: the first is the midterm exam and the second is the final exam. The midterm exam consists of several questions to which students have to answer randomly in writing. In the final exam students have to develop in a group or individually a business plan and presentation of a business idea.

Points Table and Skills to be Developed

Description	Points	Professional skills development
Midterm Exams	20%	Managing information and questions, creativity, written communication skills, analytical thinking, inventive thinking
Attendance and participation	10%	Time management, communication, critical thinking, creativity
Case analysis/Journaling	10%	Problem solving, decision-making, managing information, creativity, written communication skills, analytical skills, problem solving skills
Individual/Group Value Proposition Assignment	10%	Research skills, analytical thinking, inventive thinking, creativity, problem solving.
Individual/Group Business Model Canvas	10%	
Group Project Social Venture	25%	Research skills, analytical thinking, inventive thinking, creativity, problem solving; oral and written communications, ability to apply concepts and techniques learned in the course in the project, and to add value to beneficiaries the organization seeks to serve.
Pitching your/group Social Venture project	15%	Presentation's skills, ability to engage the audience, persuasive communication ability.
TOTAL	100%	

Grade Scale

Grade	A	A-	B+	B	B-	C+	C	C-	D	F
4.0 Scale	4	3.7	3.3	3.0	2.7	2.3	2.0	1.7	1.0	0.0
% Points	95–100	90–94	87–89	84–86	80–83	77–79	73–76	70–72	61–69	0–60

Academic Policy on X Grade

- X grade specifically denotes non-attendance;
 - X grade cannot be requested by students and is only given at the discretion of a faculty member;
 - X grade should not affect the GPA;
- X grade, as well as NP (No Pass) grades will not allow students to: a. Be placed on the VPAA, President's list.
- Receiving an X grade for the same course twice, results in an automatic F grade for that course;
- The deadlines for X grade:

WORK AND ATTENDANCE

The work and attendance of all students will be monitored. Students are expected to attend all lectures and seminars. Attendance is regarded as a part of the course. This is for the benefit of the students and helps to ensure that they are coping with the work and managing to comprehend all the information and complete all the tasks given to them. Students must come to class on time not to disturb others, being more than 10 minutes late is counted as an absence. Students are not allowed to use mobile phones during classes and consultations. Using a laptop is allowed for keeping records of discipline. It is not allowed to use these or other electronic devices during the lesson (to conduct video and audio recordings), for purposes not related to academic discipline, in case of violation of this rule, the teacher is entitled to pick up the device before the end of the lesson.

DOCUMENTATION OF REASONS FOR ABSENCE

Any valid reasons for absence should be reported to the Instructor as soon as possible. Legitimate excuses are the following: illness, confirmed by a doctor's note next class; a death in the family; participation in conferences or seminars with preliminary notification of the Instructor and submission of the relevant supporting documents. Unless the correct procedure is followed no allowances can be made.

COURSE CONTENT

Unit	Topics and Assignments
1	• Dating, communication with students and introduction of the curriculum.
2	• Social entrepreneurship: concept, fundamentals and history of origin; • Social entrepreneurship as a model of sustainable solution of social problems of society; • Social entrepreneurship the experience of other countries; (cases) • Concepts of social entrepreneurship and mindset of social entrepreneurs. • Case studies. Group work.
3	• The specifics of social entrepreneurship: value and social problems; • Social value in society; • Social problems in society. Case studies. Group work.
4	• Leadership in Social Entrepreneurship. Portrait of a social entrepreneur. Values. Three features of the century.

	• Social leadership. • Three features of the century. Success stories of social entrepreneurs. Case studies. Group work
5	• Business idea in the social sphere: design thinking; • The stages of forming a business idea; • Design Thinking in Social Entrepreneurship. Case studies. Group work
6	• The business model of Social Entrepreneurship; The principle of lean business in Social Entrepreneurship Lean CANVAS; • CANVAS business model; • The stages of forming a business model in Social Entrepreneurship. Case studies. Group work
7	• Market analysis and assessment, segmentation; • Market Analysis in SE; • Segmentation: defining the target audience. Case studies. Group work.
8	• Value proposition of a product or service in Social Entrepreneurship; • Value proposition; • HADI cycle. Case studies. Group work.
9	• Marketing: Positioning/4P/SMM tools; • Marketing in business: 4P, 7P; • Positioning in Social Entrepreneurship. Case studies. Group work.
10	• Financial management. The economic model of the project: resources, estimates and budget; • Cash flow: the formation of financial flows; • Financial analysis: identifying the break-even point. Case studies. Group work.
11	• Attracting investments and financing the project. (Investment analysis); • Investments in joint ventures. • Fundraising. Case studies. Group work.
12	• Risk analysis and assessment. Risk map of a social business project; • Risk map in Social Entrepreneurship; • Project effectiveness: indicators. Case studies. Group work.
13	• Personnel management. Creating a team; • Effective team management; • Creating a team. Case studies. Group work.
14	• Agile and Scrum system/ methodology • Social enterprise and project management; • Effective project management in the field of social entrepreneurship. Tools and cases.
15	• Strategic Management in Social Entrepreneurship. Tools; • Strategic management; • Strategic planning. Case studies. Group work.
16	• Effective presentation tools. Pitching. • Presentation of the business plan; • Public speaking as an effective presentation tool. Case studies. Group work.
17	• Preparation of a business plan and presentation. • A business plan for a Social Enterprise; • Presentation of a business idea.