

Course Description**ENT2502 | Starting and Growing a Social Venture | 3.00 credits**

The course explores the start-up, growth, and management of social entrepreneurship. Social ventures share attributes but also differ from for-profits in intent and practice. The student will learn the elements of integration, innovation; development and management of a business within and existing corporate culture. Ideation, venture creation, resource acquisition, and growth management are also addressed.

Course Competencies

Competency 1: The student will gain an understanding of how to identify and evaluate social venture opportunities by:

1. Describing why social ventures exist and why social entrepreneurs start social ventures
2. Evaluating the impact of different social venture ideas
3. Measuring the social impact of a venture
4. Analyzing the attractiveness of social venture opportunities

Competency 2: The student will gain an understanding of the key role that the venture's mission plays in framing the social venture creation effort by:

1. Describing the concept of mission in a social venture and why clarity of the mission is important
2. Comparing and contrasting the mission statements of existing social ventures to determine if the mission statements inspire individuals, brand the organization, and serve as a guide to action
3. Creating mission statements for social ventures

Competency 3: The student will demonstrate an understanding of creating a business model for a social venture using the business model canvas as a development tool by:

1. Defining the product/service of a social venture, explaining for whom and how it creates value, and assessing the size of the opportunity
2. Weighing the balance between social mission risk, and a business model
3. Analyzing external factors and the context of the venture's creation
4. Determining if the product/service is affordable for the target customer
5. Identifying sources of revenue, including contributed income
6. Assessing competition/alternative providers to differentiate a social venture's offerings
7. Explaining the role of sales, marketing and distribution in the context of the social venture

Competency 4: The student will demonstrate an understanding of the impact of social venture structure by:

1. Comparing and contrasting governance structure option for for-profits, non-profits, and hybrid social ventures
2. Describing capital structure options, including contributed income, debt, and equity, to assess the appropriateness for a social venture's mission and business model
3. Describing the role and importance of boards of directors and advisory boards in the social venture environment
4. Describing the composition of the board for a social venture, common board issues and practical considerations for a board's operations

Competency 5: The student will demonstrate an understanding of how to identify, acquire and leverage the resources needed to execute the mission of the social venture by:

1. Creating a plan to acquire resources for a social venture
2. Developing a plan to raise capital, identifying sources of both cash and non-cash contributed revenue
3. Identifying and building a plan to attract sources of capital
4. Describing the skillsets needed in the management team of a social venture

5. Building, leveraging and managing aboard of directors
6. Describing the role of for-profit ventures in social change
7. Explaining the options for funding and the advantages and disadvantages of each
8. Pitching a social venture idea

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning