**ENT 2511  Evaluating Social Impact**

**Course Description:** This course introduces students to measure and evaluate the effectiveness of strategies implemented to resolve social issues. Students will utilize different techniques to determine the success of the social change strategies selected and how the results obtained made organizations or groups more efficient in resolving the social issues. (3 hr. lecture)

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<tr>
<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will analyze social issues that affect society by: | • Communication  
• Cultural / Global Perspective  
• Ethical Issues |
| 1. Describing the importance of the social issues.  
2. Explaining the goals and objectives in resolving the social issues.  
3. Creating innovative methods to resolve the social issues. | |
| **Competency 2:** The student will develop social change strategies to resolve the identified social issues by: | • Information Literacy  
• Social Responsibility  
• Ethical Issues |
| 1. Identifying specific strategies.  
2. Developing a blueprint for social change.  
3. Collaborating in a team setting to implement the social change strategies identified. | |
| **Competency 3:** The student will explain the importance of social impact evaluation by: | • Communication  
• Social Responsibility  
• Ethical Issues |
| 1. Explaining theory of change and why it is an important component for both strategy and evaluation in a social venture.  
2. Describing how measuring social impact helps to ensure mission alignment. | |
| **Competency 4:** The student will analyze the critical components of a social impact evaluation by: | • Communication  
• Numbers / Data  
• Ethical Issues |

Updated Spring 2021
1. Explaining the importance of key performance indicators and how they are used in social impact evaluation.
2. Describing unintended social consequences and the importance of identifying them.

**Competency 5:** The student will develop a social impact evaluation plan by:

1. Describing various techniques or processes for measuring social impact.
2. Utilizing case studies to design key metrics to measure the social impact of an organization or initiative.
3. Identifying how to use the results of the impact evaluation to improve outcomes.

- Communication
- Numbers / Data
- Critical thinking
- Ethical Issues

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