

COURSE CODE: BUAD 309

COURSE TITLE: Social Entrepreneurship

Calendar Description

Organizations that focus their product or service on sustaining and developing their communities are increasing in number. These organizations can take the form of non-profits, co-operatives and social enterprise businesses. This course takes a very hands-on approach to understanding and learning about the challenges that these organizations face. Through a service-learning approach, class seminars and guest speakers, students will explore topics such as challenges in the non-profit sector, volunteer management, social entrepreneurship, corporate social responsibility, corporate philanthropy, and ethics. Students will be required to complete an applied community (service learning) project as a major component of the course.

Prerequisite(s): Minimum third-year standing, 6 credits CMNS or ENGL or 3 of each

Co-requisite(s): None

Prerequisite For: None

Substitutable Courses: None

Graduation Requirement: Elective - BBA Management option

Transfer Credit: None

Special Notes: Students with credit for BUAD 339 will require permission of the department before taking this course.

Credits: 3

Hours per Week: 3

Originally Developed: September 2008

EDCO Approval: September 2009

CHAIR'S APPROVAL: 

Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Demonstrate** learning beyond the classroom and into the community by completing a service-based project that seeks to foster civic values and engagement.
 - 2 **Develop** skills and values associated with teamwork, community involvement and citizenship through working with a client and in group activities.
 - 3 **Analyze** complex problems in multifaceted settings by completing a service-based project.
 - 4 **Showcase** decision-making strategies which incorporate perspectives of external stakeholders and business ethics through working with organizations and clients on real life projects and issues.
 - 5 **Apply** critical thinking skills through the process of course readings, group facilitation, client interaction and project completion.
 - 6 **Discuss** the meaning of civic participation by the learner, and the effects on themselves and their community through reflection activities in journals, class discussions and course assignments.

Course Objectives

- Objectives This course will cover the following content:
- 1 Volunteer management
 - 2 Service learning
 - 3 Non-profit and charitable sector
 - 4 Corporate social responsibility
 - 5 Social enterprise
 - 6 Ethics and values

Professors

Name	Phone Number	Office	Email
Kyleen Myrah (Course Captain)	250-575-9433 (cell phone)	E221	kmyrah@okanagan.bc.ca

Evaluation Procedure

Service Project (1)

Service Project Proposal	5 %
Midway Feedback	5 %
Service Project Portfolio (2)	20 %
<u>Service Project Presentations</u>	10%
Total Project (individual or team)	40 %

Exam (3)

Take-home exam assignment	5 %
<u>In-class exam</u>	25 %
Total Exam (individual)	30 %

Team SE Assignment (4) (team)

10 %

Participation (5)

Online Journals Entries	20 %
Total Participation (individual)	20 %

Total

100 %

Notes

(1) The “Service Project” can be completed individually or in small teams (2-3). Projects will be posted in Moodle and presented by the community partner early in the semester. See assignment details on Moodle.

(2) The Service Project assignment will consist of a final portfolio presented to the community partner detailing the work of the project. A community partner evaluation will also form part of the assessment. (Note: an individual reflection of the project will form the final journal assignment).

(3) The course exam will cover the course readings, class discussions, and learning activities throughout the semester. This will be an online Moodle exam, open book, and will require access to a computer to write the exam in class. See professor and course schedule for additional details and exam format.

(4) The team SE assignment consists of a group class facilitation (the group is selected by your professor) analyzing a social entrepreneur of your choice and leading a class discussion

(5) Journal format requires 4 in-depth journal entries throughout the course covering specific materials and activities. See assignment details on Moodle.

Late submissions will have a 10% penalty deduction per day, for a maximum of 5 days (assignments will not accepted after this point unless there are exceptional circumstances which are to be discussed directly with your professor).

Required Materials

A series of weekly readings, cases, and learning activities (such as videos, blogs) – see course schedule on the next page.

You can access the link to the readings and all other course materials in Moodle. A Talis list has been set up which allows for online access 24/7 **at no cost to the student**, as long as you are signed into Moodle.

Artificial Intelligence (AI) Policies for this course:

Generative AI tools are permitted with specific restrictions

- Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work or final submission. Whenever generative AI tools are used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))
- Students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Students should keep in mind that AI revisions are only suggestions and that they are ultimately responsible for the quality of their submissions. Students may be asked by their instructor how they interacted with AI tools and be prepared to explain and justify their process.
- It is expected that specific data and information delivered by the Generative AI tool(s) is checked for accuracy and that the original source is cited in the research project. Failure to follow these guidelines would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

Course Schedule (Subject to change at the discretion of the professor)

2024		Readings can be accessed through Talis list in Moodle	Bold indicates assignment due
Date		Topic & Readings	Tasks
Sep	10	<i>Course Overview, Introduction to Social Entrepreneurship</i> Reading (Dees, 2001) Social entrepreneurship class begins Sept 10	Review of Course Assignments and Projects OC Classes begin Sept 4
Sept	17	<i>Client Presentations, Project Discussion</i>	Project Selection and Approval Online Synchronous Class (classroom will be open)
Sep	24	<i>Service Learning & Volunteer Management</i> Reading (Godfrey, Illes & Berry, 2005) Reading: (Papamarcos, 2005) Volunteer Canada (2012)	Journal post (1) Due Proposal development
Oct	1	<i>Non-profit Social Enterprise in Practice</i> Mission Possible Case (Myrah & Rempel, 2017)	Project Proposal Due Proposal review & revision
Oct	8	<i>Introduction to Social Entrepreneurship Models</i> Blender Canvas (Blog article, Viani, 2018) The New Breed Movie	SE Facilitation Groups Formed
Oct	15	<i>Intro to Social Entrepreneurship Models Cont'd</i> (Myrah & Odinsky-Zec, 2013) Impact Business Model Canvas (2019)	SE Facilitation
Oct	22	<i>For-profit Social Enterprise in Practice</i> Aisle Case Study (Ballesteros-Sola, Myrah, Rempel, & Raible, 2022)	Journal post (2) Due SE Facilitation
Oct	29	<i>Corporate Social Responsibility</i> Readings (Myrah, Wilkinson & Manziuk, 2012, Fall; Summer)	SE Facilitation
Nov	5	<i>Midway Feedback Session</i>	This session will occur on zoom. Classroom will be open.
Nov	12	<i>Exam Prep</i> Howard Industries Case (Myrah, Rempel & Warner, 2017)	SE Facilitation Journal post (3) Due
Nov	19	<i>In-class Exam</i>	Exam assignment due In-class exam See professor for more details
Nov	26	<i>Special Topics in Social Entrepreneurship</i> <i>Project Presentation Review</i> <i>Service project plan development</i>	SE Facilitation
Dec	3	<i>Presentations to Clients</i>	Journal post (4) Due Service Project Portfolio Due Dec 8 See Moodle for instructions No final exam Classes end Dec 6

Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

Student Conduct and Academic Honesty

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.