Department of Management
University of North Texas

MGMT 4235.001 – SOCIAL ENTREPRENEURSHIP, SPRING 2020
SYLLABUS*

Professor: Dr. A. BarNir
Office: 385 F Business Leadership Building
Phone: 940-565-4334
E-mail: anat.barnir@unt.edu **best way to reach me**
Class: M-W-F 10:00 – 10:50.
M & W - BLB 140, F-online
Conference hours: Monday & Wednesday, 11:00-12:30 and other times by appointment.

Course Description and Objectives
MGMT 4235: The course will introduce entrepreneurial concepts that can be used to stimulate entrepreneurial behavior in individuals for the benefit of communities. Students will study best practices of not-for-profit enterprises and social venturing practices and will learn how these enterprises launch and sustain their ventures. The primary focus is on equipping students with knowledge and skills that are needed to develop viable socially relevant organizations or to grow entrepreneurial initiatives in not-for-profit organizations. Course may include projects (UNT catalog).

Upon successful completion of the course, students should be able to –
- explain the principles and logic of social entrepreneurship
- evaluate social business problems and opportunities
- develop and propose entrepreneurial solutions to social problems
- conduct social venture feasibility study and impact analysis
- present a solid case for the viability and feasibility of a proposed social venture through a written report as well as oral presentation.

To achieve these goals a combination of methods will be used, including lectures, case studies, team projects, and presentations. This course relies on Project Based Learning. This method entails a significant portion of learning occurs through projects, presentations, and student application assignments.

Required Material
ISBN-13: 978-1138903845 (Print), other formats may be available
(Information on additional readings, cases, and exercises will be provided as we move through the material.)

Communication
1. During class:
   a. Questions, discussions, and explanation
   b. If you would like to discuss with me an issue that is not class related, please make an appointment. My office hours are scheduled immediately after class, for your convenience.

* Instructor reserves the right to make changes to the syllabus, as needed.
2. Online, as follows:
   a. Announcements:
      This is the primary means by which I communicate important information to the entire class, including changes in assignments, exam information, etc. Students are responsible for reading all information posted, so make sure to frequently check for new announcements, and do so at least once in 48 hours. Email me with any questions.

3. Emails
   1) Emails from students to the instructor
      a. Contact me at anat.barnir@unt.edu and include “MGMT4235” in the subject of the email.
      b. Sign your email. If you use a name that is different from that under which you are registered in the course, also include your registration name.
      c. Email response time: Emails received before 5 pm on a business day will be answered no later than the end of the next business day. Emails received after 5 pm or not on a regular business day will be answered no later than within 2 business days. If you do not get a response in that time frame, your email may have been directed to the Junk folder, so please resend it.

   2) Emails from the instructor to students:
      I will email you via your EagleConnect/myUNT address or via Canvas. Students are responsible for reading all information sent through emails – after 48 hours it is assumed that all students are aware of all information sent through email. If you do not check or use this account, make sure to log in and change the settings so that all messages from this account are forwarded to your preferred e-mail. For information, visit: https://eagleconnect.unt.edu/.
      ** make sure to adjust the settings on Canvas so you get all emails immediately (not through a daily/weekly digest)**

   3) Broadcast emails.
      Broadcast emails (emails sent from a student on which the entire class or a large group of students is copied) are NOT allowed. If you believe you have an important message to everyone, please contact the instructor and ask if you can send it to everyone.

**ADA Compliance**

The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with disability. If you believe you need an accommodation, you should obtain an accommodation letter from UNT Office of Disability Accommodation (ODA). The UNT ODA is located at Sage Hall, Suite 167. Their telephone number is 940-565-4323. If an accommodation has been recommended for you, please inform me via email within the first week of the semester. The ODA notification of a needed accommodation must be received by me at least 3 working days prior to the time the accommodation is needed.

**Academic Integrity**

Academic integrity policies are designed to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating. If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, your case will be referred to the appropriate authority for review. Scholastic dishonesty includes, but is not limited to, a) use of unauthorized assistance in taking tests, exams, or any assignment not designated as a group project; b) acquisition, without permission, of tests or academic material belonging to faculty or university staff; c) plagiarism, including copying from any published / non published work without proper citation (including material published online).

For detailed information about UNT policy please see the UNT Standards of Academic Integrity available at http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf
I. **Technical issues and help**
   a. If you have questions or issues with technical aspects, including accessing the course, contact the University Information Technology help desk [https://it.unt.edu/helpdesk](https://it.unt.edu/helpdesk) (940-565-2324, or in person at Sage Hall room 330). Feel free to notify me but recognize there is little I can do regarding technical issues. The Help Desk advisors can often help with solving problems with you while on the phone, so have the Help Desk phone number handy.
   b. Also, make note of IT scheduled maintenance during which Canvas is not available, currently scheduled weekly on Saturdays 11 pm till Sundays 2 am. It is not recommended to engage in any Canvas activity within 15 minutes of that timeframe.

II. **Sundown Rule**
   Students have five (7) business days from the time a grade is posted to inquire about it. The purpose is to resolve any question as soon as grades are posted rather than wait till the end of the semester. Check your grades on Canvas frequently and contact me with any questions. Exams / tests/ quizzes are not returned, and students wanting to go over them should make an appointment (onsite or phone). At least 48-hour notice is required to schedule an appointment, and exam appointments are not scheduled during the day an exam becomes or is available.

III. **Plagiarism and TurnItIn policies**
   Course assignments may be checked electronically at [www.TurnItIn.com](http://www.TurnItIn.com) for similarities to already published work appearing in an extensive database, to prevent plagiarism and to ensure independent and original work of students. The instructor reserves the right to decide which assignments will be checked and will usually apply a randomized process. Plagiarism will not be tolerated and will be considered as a breach of UNT academic Integrity Policy. An assignment deemed plagiarized will incur a grade of zero. Recurring plagiarism may result in course failure and university level consequences.

IV. **Attendance policy**
   You are expected to attend all onsite classes (Mondays & Wednesdays) and participate in the online activities (Fridays). Attending your class enhances your knowledge, and you are expected to come prepared, focus on the material, stay awake, and be a contributing member of the class. Students who miss class are responsible for obtaining all the information they missed from classmates. (YES – we do talk about important things when you are absent ☹.)

   Attendance will be taken each class, and if you are not there when I take attendance, you are considered absence. If you leave after attendance was taken, you will be considered absent. If there is a class activity and students turn in a worksheet and yours is not turned in, you are absent (no make-ups). Students can miss 3 class sessions without penalty, if those sessions are not deemed “mandatory attendance” sessions. Starting the 4th absence, 5% of your total points in the class will be deducted for each absence. This means that attendance can lead to a drop in full letter grade. **Please keep track of your absences!**

V. **Missed deadlines due to excused absences**
   Assignments / exams / tests / quizzes are due on/by the scheduled dates. **Legitimate, verifiable, and documented** excuses such as family or medical emergencies or natural disasters or systemic computer problems that affect ALL students may grant accommodation but will be dealt with on a case-by-case basis. Work related issues, traffic, travel, travel related delays, personal conflicts, malfunction of personal computer, etc., typically do NOT constitute grounds for accommodation. If you have a documented excused absence, or if you believe that you deserve special consideration for an event, provide me the
documentation either prior to the event or as soon as possible after the event. No accommodation will be given if documentation is provided past a reasonable time after the absence.

VI. **Class technology policy (cell phones, laptops, tablets and the like...)**  
Any form of technology is not allowed during class sessions, unless authorized by the instructor and used for class activities. The purpose is to **eliminate distractions to you AND to the people around you.**  
Please store phones, tablets, and any electronic device in your backpack or under your chair. Not adhering to this policy will constitute class disruption. See below.

VII. **Acceptable student behavior**  
Student behavior that interferes with the instructor’s ability to conduct the course or with other students’ ability to learn is disruptive and unacceptable. If a student’s behavior is deemed disruptive, the student will be warned and instructed to cease the disruptive behavior. If this does not happen, the student may be removed from activities and/or referred to the Dean of Students for consideration whether the behavior constitutes violation of the Code of Student Conduct.

VIII. **Course evaluations.**  
Course evaluations are conducted for each organized course at UNT. At the end of the semester you will be informed of the availability of the evaluation. Please take time to complete it.

IX. **Extra credit**  
There are no extra credit assignments in this course. If you are counting on a grade in this class that you need to graduate, your best strategy is to work hard, pay attention to the requirements, and utilize the opportunities build into the course such as taking optional exam, etc.

X. **Dropping the course.**  
If you decide to drop the course, do so within UNT set deadlines, which are available through the Registrar’s website (http://registrar.unt.edu/registration/spring-registration-guide). In order to drop the course, contact either the Management Department or the Registrar’s office and follow their instructions. Students are NOT automatically dropped for non-participation and emailing me to have you dropped from the course will NOT get you dropped (in which case you remain on the roster and will be assigned a grade). Going through proper procedures is the only way to drop.

IX. **Emergency procedures**  
**Severe Weather** In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level, in rooms 170, 155, and the restrooms on the first floor.

**Bomb Threat/Fire** In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.
Performance Evaluation

Grading will be based on the following:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (2 @ 200 points each)</td>
<td>400</td>
</tr>
<tr>
<td>Case analyses (2 @ 65 points each)</td>
<td>130</td>
</tr>
<tr>
<td>Weekly canvas activities (8 @ 15 points each)</td>
<td>120</td>
</tr>
<tr>
<td>Social Problem – Entrepreneurial Solutions assignment*</td>
<td>150</td>
</tr>
<tr>
<td>Social Impact feasibility analysis project *</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
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*Team assignments will be subject to peer evaluations.

Letter grade equivalent

Grades are based on accumulation of points for the various grade components. Letter grade equivalent is as follows: 900-1000 = A; 800–899 = B; 700–799 = C; 600–699 = D; below 600 = F

Grade in this class is determined by the total points earned, NOT AS A PERCENTAGE! To figure out where you stand in the class, you should add up the points you obtain in the various assignments, then compare them to the letter-grade cutoff points above. (It is NOT recommended to use the percentages / totals provided by Canvas as it is often misleading!).

Exams

Two exam grades are required in this course. Three exams will be administered (two exams and a final) and students should take all and have the lowest grade dropped. An exam not taken grants zero points.

Each of the first two exams covers specific number of Modules, and the last exam – final – is comprehensive. Students who take the first two exams may opt not to take the last exam if they are satisfied with their scores.

Make-ups: If you missed an exam due to an excused absence (see item V, p.4 of syllabus) you will be eligible for a makeup provided that you inform the instructor of your excused absence either before the absence or as soon as possible after the absence (with the appropriate documentation). If you missed an exam due to an unexcused absence, you get a zero on the exam. You will have the option of taking the final, in which case your lowest grade (the zero) will be removed.

Case analyses (2 x 65)

Each student will complete two individual assignments – case analyses. A list of cases to choose from will be provided, along with guidelines and a grading rubric.

Canvas Activities (8 x 15 points)

On designated “online” days (Fridays) a Canvas activity is assigned. The activities are an integral part of the course and may be used in class to strengthen and reinforce content and learning. Activities are available for 24 hours starting Friday 10:00 am. Canvas activities that count toward this assignment are designated in Bold and with a number (Canvas Activity 1, Canvas Activity 2) on the course schedule (pp. 7-8 of the syllabus). Although 8 are needed, more than 8 are available, and students are to submit all activities, then have the highest 8 count toward the grade. Canvas activities can only be submitted during the designated activity time (Friday 10 am – Sat. 10 am): missed activities cannot be made up and will get a grade of zero (and will count towards those that can be dropped).
Canvas activities are participation activities and are graded as follows:

- Submitted, exceeds expectations: 15 points
- Submitted, meets expectations: 13 points
- Submitted, below expectations: 8 points***
- Not submitted, unacceptable: no credit - 0 points

***No more than two (2) below expectations / partial credit activities will count. The third will automatically grant a grade of zero. Hence, consider the below expectation a red flag, signaling a need for improvement in quality and effort.

Social Problems – Entrepreneurial Solutions (SPES) Assignment – 150 points
Around week 3 of the semester you will be grouped into a social sector of your interest. You will work with a group of other students also interested in this sector to discover problems in that sector, determine if they make good social entrepreneurial opportunities, and then outline possible entrepreneurial solutions. You and your team will prepare a written report (~5 pages) and present your analyses and proposals to the class. This is a team assignment. Individual grades will be affected by peer evaluation. A separate document will be handed out.

Social Impact Feasibility Project – 200 points
You will work with a team of students to further develop one solution to a social problem identified. For this assignment, you will design a viable solution to the problem identified, taking into consideration different dimensions of the impact of the proposed entrepreneurial solution. The deliverables will be a written report and a presentation to the class. This is a team assignment. Individual grades will be affected by peer evaluation. A separate document will be handed out.
### Tentative Course Schedule†

Prior to each class, make sure to review the *Weekly Module on Canvas* for updates to readings, and links to additional material.

<table>
<thead>
<tr>
<th>Week &amp; Topic</th>
<th>Day / Date</th>
<th>Chapter / assignments / key activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 1</strong></td>
<td>Mon – Wed 1/13 – 1/15</td>
<td>• Course overview (Mon)</td>
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<tr>
<td>Topic: course overview, introduction to sEship</td>
<td>Friday 1/17</td>
<td>• Topic lecture (Ch. 1) / class activity</td>
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<tr>
<td></td>
<td></td>
<td>• Read Chapter 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Canvas activity 1</strong></td>
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<tr>
<td><strong>Week 2</strong></td>
<td>Mon – Wed 1/20 – 1/22</td>
<td>• MLK Day, no class (Mon)</td>
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<tr>
<td>Topic: Theory &amp; definitions of sEship</td>
<td>Friday 1/24</td>
<td>• Read Chapter 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Topic lecture (Ch. 2) / class activity</td>
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<tr>
<td></td>
<td><strong>Canvas activity 2</strong></td>
<td></td>
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<tr>
<td><strong>Week 3</strong></td>
<td>Mon - Wed 1/27 – 1/29</td>
<td>• Topic lecture (Ch. 2, continued)</td>
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<tr>
<td>Topic: Theory &amp; definitions continued</td>
<td>Friday 1/31</td>
<td>Selecting social sectors  SPES assignment</td>
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<td><strong>Canvas activity 3</strong></td>
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<td><strong>Problem &amp; Opportunity Discovery phase</strong></td>
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<td><strong>Week 4</strong></td>
<td>Mon – Wed 2/3 – 2/5</td>
<td>• Read Chapter 3</td>
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<tr>
<td>Topic: recognizing social opportunities</td>
<td>Friday 2/7</td>
<td>• Topic lecture (Ch. 3) / class activity</td>
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<td><strong>Canvas activity 4</strong></td>
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<tr>
<td><strong>Week 5</strong></td>
<td>Mon – Wed 2/10 – 2/12</td>
<td>• Read Chapters 4, 10</td>
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<tr>
<td>Topic: Social Startups, business models, Intrapreneurship</td>
<td>Friday 2/14</td>
<td>• Topic lecture (Ch. 4, 10) / class activity</td>
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<td></td>
<td>• Case analysis 1 due</td>
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<td></td>
<td><strong>Canvas activity 5</strong></td>
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<tr>
<td><strong>Week 6</strong></td>
<td>Mon - Wed 2/17 – 2/19</td>
<td>• Read Chapter 11</td>
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<tr>
<td>Topic: Social entrepreneurship and sustainability</td>
<td>Friday 2/21</td>
<td>• Topic lecture (Ch. 11) / class activity</td>
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<td><strong>Canvas activity 6</strong></td>
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<tr>
<td><strong>Week 7</strong></td>
<td>Mon – Wed 2/24 – 2/26</td>
<td>• SPES assignment due</td>
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<tr>
<td>SPES assignment</td>
<td>Friday 2/28</td>
<td>• SPES presentations</td>
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<td><strong>Canvas Activity 7</strong></td>
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<tr>
<td><strong>Week 8</strong></td>
<td>Mon – Wed 3/2 – 3/4</td>
<td>• Exam 1 -Monday (material weeks 1-7) (Monday)</td>
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<tr>
<td>Exam, Social Impact project</td>
<td>Friday 3/6</td>
<td>Discussion of Social Impact feasibility project</td>
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<td></td>
<td>• Read Chapter 5, 6</td>
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<td></td>
<td><strong>Canvas activity 8</strong></td>
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† Subject to change, if needed.
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<tbody>
<tr>
<td>Week 10</td>
<td>Mon - Wed 3/16 – 3/18</td>
<td>Spring break</td>
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</table>
| Topic: Planning and structuring the social venture | • Read Chapter 5, 6  
• Topic lecture (Ch. 5, 6) / class activity  
• Case analysis 2 due (Wed.) |
|                | Friday 3/20 | Canvas activity 9 |
| Topic: Funding and resources | • Read Chapters 7, 12  
• Topic lecture (Ch. 7, 12) / class activity |
|                | Friday 3/27 | Canvas activity 11 |
| Week 12       | Mon – Wed 3/30 – 4/1 | Feasibility project due (ALL TEAMS)  
Presentations – attendance mandatory (Mon & Wed) |
| Topic: Social impact | • Read Chapter 8  
• Topic lecture (Ch. 8) / class activity |
|                | Friday 4/3 | Social impact project |
| Week 13       | Mon – Wed 4/6 – 4/8 | Social impact project |
| Topic: Scaling social ventures  
Exam 2 | • Read Chapter 9  
• Topic lecture (Ch. 9) / class activity  
• Exam 2 - Wednesday (material weeks 8-13) |
|                | Friday 4/10 | Social impact project |
| Week 14 Social Impact Project presentations  | Mon – Wed 4/13 – 4/15 | Social impact project  
Presentations – attendance mandatory (Mon & Wed) |
|                | Friday 4/17 | Social impact project |
| Week 15 Social Impact Project presentations | Mon – Wed 4/20 – 4/22 | Social impact project  
Presentations – attendance mandatory (Mon & Wed) |
|                | Friday 4/24 | Social impact project |
| Week 16       | Mon–Wed–Fri 4/27 – 5/1 | Course summation, Catch Up, Pre-Finals, Reading day |
| Finals week  | Saturday 5/2 | Final exam  
8:00 am – 10:00 am |
UNT College of Business Student Ethics Statement

As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy.

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another’s thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case, I will abide by the specific directives of the instructor regarding group participation.

While engaged in on-line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users’ data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer “hacking” or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.

Student Standards of Academic Integrity
http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

Code of Student Conduct and Discipline

Computer Use Policy
http://policy.unt.edu/policy/3-10