

A Most Excellent Syllabus for MGMT 4235 Social Entrepreneurship

Fall 2022 (Section 001)

Your New Favorite Professor

Dr. Jeremy Short (G. Brint Ryan Chair in Entrepreneurship – Jeremy.short@unt.edu). Please feel free to contact me with any questions about course content or navigating the online aspects - I'm your man. I'm also pretty decent with LinkedIn profile advice, resume help, and random trivia.

OFFICE HOURS: Online: Mondays from 9:00 a.m. – 10:00 a.m. (via Zoom or Facetime)
Feel free to email me anytime (and please email me again if I do not respond in 24 hours)
I'm available via email anytime for office hours and can set up a meeting via Zoom as well if needed. I am happy to chat in person with some advance notice. (BLB336E). I will also be available before/ after class most weeks and can answer questions then.

PHONE: (971) 998-6386 (Personal Cell – please email first but this is good in a pinch).

About This Class/ Teaching Philosophy

I bring great news. This class will probably be one of the best classes you'll ever take. Thomas Edison once said, "There is a way to do it better—find it." All of us live in a world with some element of social community. And the skill of thinking and acting with an entrepreneurial mindset benefits all of us as we manage our days, lives, careers, and other elements of work and life. So, by combining these elements I am confident the material in this course will lead you to live a fuller, more productive, and enjoyable life. This course is developed and delivered to be extremely practical in terms of learning skills for value creation as a social entrepreneur.

Course Description

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).

Course Objectives

1. Expose students to key concepts and research relevant to understanding social entrepreneurship.
2. Explain how social entrepreneurs are transforming society to deliver social impact across a range of sectors.
3. Equip students with core skillsets that will increase their effectiveness as entrepreneurs – including skills such as how to recognize a good opportunity, conduct market research, develop a business model, and launch an effective enterprise.
4. Allow students to understand high-level challenges and opportunities around major issue areas such as education, the environment, and international development.
5. Connect social entrepreneurial skills to each student's career interest and uncover ways for student to manage the change they wish to see in the world.
6. Engage in social entrepreneurship by working as a group to use entrepreneurial concepts to create economic value for others.

To achieve these goals a combination of methods will be used, including weekly readings, weekly quizzes, regular discussion activities, team projects, and pitch presentations. This course relies on ***Project Based Learning***. This method entails a significant portion of learning occurs through projects, presentations, and student application assignments.

Textbook

Kickul, J., & Lyons, T.S., (2020). *Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World*. New York, NY: Routledge, Taylor and Francis Group Inc.

Grading

There are 1000 total points available in this course. Your grade is EARNED via points (rather than any percentages you might see in Canvas – please disregard those numbers). The assignments allow you to earn your desired grade. Letter-grade cutoffs for this course are presented below.

<i>Grading plan</i>	<i>Due Date</i>	<i>Points</i>
Syllabus Quiz	By September 7	10
Participation	Most Weeks	100
Chapter Quizzes (14 total)	(Online) Most Weeks	140
Exam 1 (Online)	October 27	140
Exam 2 (Online)	December 15	140
Initial (Group) Elevator Pitch	October 20	50
Initial Project Pitch	November 3	50
Group Feedback	November 10	50
Group Project Launch!	By November 17	50
Launch Party!	November 17	70
Group Project Funding Success	By December 15	200
Extra Credit if class meets \$10,000 (class) social funding goal		50 points
Extra Credit for throwing event outside of launch party		50 points

A >900 points

B 800-899 points

C 700-799 points

D 600 - 699 points

F 0-599 points

Chrome or Firefox are highly recommended for viewing Canvas. Microsoft Office Suite® and Adobe PDF Reader are the official software packages for this class. You are enrolled in a College of Business class therefore, you may obtain access to these software packages free-of- charge online. You will also need access to a Windows or Apple compatible computer to run Canvas. IMPORTANT: Exams will be on campus in our classroom so you will need laptop access during those classes. Laptops can be checked out (with advance planning) via UIT Help Desk: UIT Student Help Desk site (<http://www.unt.edu/helpdesk/index.htm>).

Learning Strategies

The learning environment used for this class utilizes several unique strategies to deliver material with a high emphasis on project work in class with some methods being similar to traditional face-to-face courses and other methods unique to the online environment. I've summarized the key strategies used in the course below.

Quizzes

Over the course of the semester, there will be 15 quizzes for you to complete (one for each chapter of the textbook and one for the syllabus). The objectives tested by the quizzes include your recall, recognition, and application of important definitions, concepts, and frameworks covered in the course and your ability to apply these concepts and techniques to practical situations relevant to social enterprises.

All quizzes are administered via Canvas (canvas.unt.edu). Each quiz will contain 10 multiple choice questions that will ask you to recall and apply the materials covered in the readings. Quizzes are timed. You will have 20 minutes to complete each quiz. There will be a recommended quiz most weeks. You will be able to work ahead to some extent. Once the deadline has passed you will not be able to take the weekly quiz but I am working in a large amount of flexibility into the quiz deadlines (the syllabus quiz is something of an exception). You can NOT engage in discussions in advance. You will only have one attempt at each quiz, so make sure you are prepared when you start the quiz. Quizzes lock at 11:59 p.m. UNT Canvas time the night of the deadline.

Exams

The exams will be comprised completely of true/false questions. The main goal of the exams is to have you read the book and gain exposure to critical concepts of social entrepreneurship (compared to in-class activities which are largely focused on application of social entrepreneurship ideas through the crowdfunding project). The objectives tested by the exams include: your recall, recognition, and application of important concepts and analytical techniques covered in the course, your ability to apply these concepts and techniques to a situation relevant to a social venture, and your ability to use judgment in making strategic recommendations. Failure to take a test at the time it is given will result in a grade of **zero**. No makeup exams will be given. I will assume that you have read the relevant book material first to do well on the exam.

I do not respond to emails about content covered on the exam if received in the 24 hours prior to the exam (unless it is notification of illness, etc). I do this for several reasons. First, it encourages you not to cram at the last minute for the exam. Second, it provides me with enough time to think about and respond to every email. This gives you sufficient time to incorporate my response into your studies. Third, it may be seen by some as 'unfair' if I answer one person's email at 10:59pm the night before, but don't answer another person's at 11:01pm because I turned my computer off at 11:00pm.

Exam 1 covers chapters 1-7 while Exam 2 covers chapter 8-14.

Participation

Students frequently critique university-level courses for being ‘too theoretical’. You will find that the material in this course is very applicable, regardless of whether you choose to become a social entrepreneur or not in the future. Active participation in the course accounts for 100 points of your final grade in this class. Participation points are earned through the thoughtful completion of activities associated with the weekly videos, questions, or other activities created to encourage class discussion (either in person or via Canvas depending on the week). The assignment of points in this area is evaluated along two dimensions: thought and relevance.

Thought – To receive maximum points, participation activities must be completed in a thoughtful way. Unless otherwise specified in the instructions, online submissions of less than three sentences frequently lack evidence of critical thought. Activity submissions of more than four sentences are often too long for an online learning environment.

For example, if you are asked whether you believe one social venture mission is more effective than another, simply saying “Yes” or “Yes, I think Ashoka’s is better” requires little thought. A thoughtful response to this prompt should include why you think one social venture or organization is better. Tell us about your experiences that might have led to your opinions. Send us to an interesting link to where we can learn more.

Relevance – Miscellaneous remarks that are off-topic will not count towards participation.

Social Entrepreneurship Crowdfunding Project

This is your group project you lucky ducks. My personal teaching philosophy is that university courses should be as relevant and hands-on as possible. To that end, a large portion of your grade will be determined by your successful creation and implementation of a social entrepreneurship project that matches the simple concept of acting in an entrepreneurial manner as well as creating economic value for society.

Specifically, you will use one of two crowdfunding platforms - gofundme.com or donorschoose.com to create a campaign for at least \$500 to fund someone in your community (broadly defined). For example, I’ve provided slides for the campaign my wife (a third-grade public school teacher) and I launched on donorschoose.org to help her fund an inclusive library for her third-grade elementary school classroom.

Please note none of the money can go to you or anyone else in class (but it could go to family and friends if your concept is approved). Your grade will be based on (1) successfully launching a campaign and (2) the success of that campaign.

Project ‘success’ will be based on the extent to which your project is funded (you will receive the percentage of points that corresponds to the percentage of your \$500 minimum goal if you use [gofundme](https://gofundme.com) but with [donorschoose](https://donorschoose.com) it is an ‘all or nothing’ crowdfunding platform). But, [donorschoose](https://donorschoose.com) often has matching gift opportunities for first time campaigns (making the \$500 goal potentially much easier to achieve). Choose wisely and I encourage you to discuss ideas, thoughts, concerns, hopes, fears, with me when you have questions.

I recommend campaigns that go to purchase specific supplies when possible (although there is certainly some flexibility here). All campaign ideas must be approved by me (see schedule for details), and all campaigns must receive peer feedback before their launch (also on the schedule). **IMPORTANT:** Your individual grade is subject to peer review to ensure accountability for group aspects of class.

Launch Party

We will spend some time developing a ‘launch party’ during class November 17. The idea is to celebrate your accomplishments and potential help generate press and recognition for your campaigns once funding begins. One recent event was attended by President Smatresk, Dean Wiley, and Scrappy.

https://dentonrc.com/business/unt-students-fundraise-for-local-causes/collection_5e6958f7-d0fe-5267-a79f-b1973967b6e8.html#4

Possible Class Extra-Credit/ Bonus

Throughout the course you will have the opportunity to provide feedback to other groups in class. Because the spirit of this class encompasses creating community rather than a competitive environment, I am offering a 50 point bonus if the sum total of all group projects exceeds \$10,000. If you find yourself with extra time, talents, or interests you can help another group to help achieve the class goal. If the \$10,000 class goal is met all students in class will share in this reward. This goal has been met every time I have taught the class thus far!

Extra Credit – Throw Your Own Event

While we will have a class launch party, you can earn 50 bonus points by throwing your own fundraising event independent of class constraints. This allows you to truly show your creativity and passions and might give you a forum to promote yourself for your resume, etc. An example of one recent event is highlighted below. Other events have been held in the student union and many possibilities exist for this event. To receive bonus credit please check-in with me prior to the event so I can help you promote (and hopefully attend!) and take a number of pictures that chronicle the event to provide documentation of your efforts.

<https://cob.unt.edu/news/2022-05-02/social-entrepreneurship-challenge-lends-new-meaning-giving-back>

Final Grade Processing

Most aspects of the course must be completed either weekly or during certain weeks. For example, the group project must be launched by November 17 so everyone has the ample time for potential funding.

All course materials must be submitted to Canvas by the deadlines in this syllabus and noted on Canvas. Any materials not received by that time will be counted as a zero. Assignments are generally submitted as word documents (so I can edit them in advance) or as links (to your final campaigns). If you experience problems submitting materials on Canvas, these problems must be highlighted and alternative arrangements made before the deadline. No late work will be accepted for any reason (but know that I still love each of you very much no matter what happens).

Class Attendance

My commitment to you is that all in-person class meetings will serve a valuable class purpose (largely tied to the group project). You are expected to attend class meetings regularly (you will fail to earn points that cannot be made up if you miss class) and to abide by the attendance policy established for this course. It is important that you communicate with me prior to being absent, so we can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform me if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

Assignment Policy

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time. Many assignments will be submitted in Canvas via the appropriate assignment dropbox, quiz, or group discussion area, and any written documents should be turned in via Microsoft Word (.doc). You will use donorschoose.org or gofundme.com platforms for your final group project.

FREQUENTLY ASKED QUESTIONS

If I find some element of your syllabus or assignments a bit confusing, can I ask follow-up questions?

Absolutely. Please do not hesitate. I recommend trying to sort things out via email first and then we can chat via phone or Zoom or in person if that does not solve the issue.

Can I come to your office and whine about the test?

NO, but I'm happy to talk to you about your hopes, dreams, or anything that helps further your career or life strategies – just set up a time for us to chat.

Do you accept late work?

NO, while you are encouraged to always complete assignments as the knowledge and experience gained from doing so will surely be beneficial for your future - whether it be a dog eating your homework or Canvas breaking down due to a worldwide internet holiday, **NO** assignment will be graded if turned in even a minute late to be fair to all students enrolled in the class. The good news is that assignments are posted and available to help you plan to allocate your time well in advance!

Why did I get a (insert grade that is less than an A) on this assignment? I worked really hard.

I very happy that you took the assignment seriously and worked hard. (High five!) But, like every other type of work you will complete for the rest of your life, assignments are evaluated on quality. The earned grade is reflective of the assignment's overall quality. Fortunately, I seek to be a fair, scrupulous, and awesome grader.

Academic Integrity Standards and Consequences

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA Accommodation Statement

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request

accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Course Materials for Remote Instruction

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. All remote instruction will be available via Canvas.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available following reception of an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>) or email spot@unt.edu.

Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-5652648.

Tentative Schedule – Subject to Change

September 1 (Class introduction)(Better Block challenge) (Syllabus quiz due September 7)(Chapter 1 quiz)
Better Block TedxUTA Talk (we'll watch in class but for your records)

<https://www.youtube.com/watch?v=8HTkBTnZ9D4>

Participation 1 – Describe your musical passions (online 'homework' activity – will discuss in class)

September 8 (Syllabus quiz due – watch Poverty, Inc.)(Chapter 2 quiz)

Participation 2 – dark side of social entrepreneurship

September 15 (Describe passions – initial groups)(Chapter 3 quiz)

Participation 3 – form project groups together by passion

September 22 (Finalize group beneficiaries/ initial pitches in class)(Chapter 4 quiz)

Participation 4 – initial beneficiary discussion/ pitch (informal)

September 29 (Entrepreneurship research presentations/ plan next steps)(Chapter 5 quiz)

Participation 5 – research presentation

(each group will be assigned a research article to provide a short 3-5 PowerPoint slide presentation)

October 6 (Initial party planning...)(Chapter 6 quiz) – Lasamee Kettavong – Marketing guru (guest speaker)

<https://www.ntdaily.com/good-golden-brings-lao-cuisine-to-denton/>

Participation 6 – group speaker questions/ initial party planning

October 13 (Writing workshop in class)(creative commons details)(Chapter 7 quiz)

Participation 7 – best picture competition/ party planning

October 20 (final written pitches due in class)

Participation 8 – launch party groups created

October 27 (Exam 1 – online)(NO IN PERSON CLASS)

November 3 (Pitch refinement Day/ Group Feedback)(Chapter 8 quiz)

Participation 9 – writing workshop

November 10 (Pitch refinement and party planning/ Marketing Brainstorming day)(Chapter 9 quiz)

Participation 10 – TBA (we will wrap up/ finalize loose ends on projects and launch party)

November 17 (Campaign Launch party)(Chapter 10 quiz)

November 24 Thanksgiving (NO IN PERSON CLASS)

December 1 (Project promotion)(NO IN PERSON CLASS)(Chapters 11& 12 quizzes)

December 8 (Project promotion)(NO IN PERSON CLASS)(Chapters 13 & 14 quizzes)

December 15 (Finals Week – final online)(NO IN PERSON CLASS)