



Social Entrepreneurship *Self-Directed (1.0)*

Global Urban Nomads

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Classroom: Canvas

Day/Time: Asynchronous

The Global Urban Nomads Digital Badged Pathway

Overview: This course is part of the Global Urban Nomads Pathway and is based on the Plan/Do/Check/Act (PDCA) [model](#). PDCA is an iterative design and management method used in business for the control and continuous improvement of processes and products. It is also known as the Deming cycle.

Plan: Complete three 1.0 Pillars

Do: Complete three 2.0 Pillars and develop project plan

Check: Complete Learning Journey 3.0 Project to validate prototype

Act: Document learnings as Master Badged Global Urban Nomad Community Leader 4.0

Global Urban Nomads Digital Badged Pathway - [Presentation](#)

Pillar Description - Social Entrepreneurship 1.0

According to the U.S. Chamber of Commerce, “Social Entrepreneurship is the process by which individuals, startups and entrepreneurs develop and fund solutions that directly address social issues. A Social Entrepreneur, therefore, is a person who explores business opportunities that have a positive impact on their community, in society or the world.” Thus in this pillar, participants will study and apply social entrepreneurship principles to real-world case studies and begin to define a problem statement. Moreover, proven analytical tools will be explored and deployed in the preparation of a future project/prototype. In short, Social Entrepreneurship is designed to equip participants with a thorough and applied knowledge of essential concepts, integrated within the United Nations Sustainable Development Goals (SDGs) framework, for creating value-added solutions that can stimulate global economic empowerment.

The primary objective of this Social Entrepreneurship course is to introduce participants to the theoretical and practical aspects of social entrepreneurship. The course will provide an introduction to the various theories, models, and tools that are used in the practice of social entrepreneurship. Through a combination of lectures, case studies, discussions with experts from different fields related to social entrepreneurship and hands-on activities such as project development workshops or field trips participants will gain knowledge about how these concepts can be applied in real life situations.

Throughout this course students will learn about important theories such as Systems Thinking (Cabrera), Theory U (Scharmer) and Lean StartUp (Reis). These frameworks provide valuable insights into how organizations should think strategically when creating solutions for complex problems that have both economic and societal impacts. In addition students also get introduced to relevant models like Business

Model Canvas and the USAID Country Data Dashboard which help them understand how successful projects are established by providing structure around their ideas while still allowing room for creativity within constraints set by reality. Finally they also learn Kawasaki's 10 Slide Pitch Deck which provides guidance on presenting their projects in a concise yet effective way so they can secure funding needed for implementation if necessary .

At conclusion all participants should feel confident enough with what they learned during this pillar so that it becomes second nature when navigating through any new project idea involving social innovation regardless whether its part time job at local NGO or starting up own business venture focused on helping others through better use technology resources available today .

Related Competencies

Competencies commonly define the applied skills and knowledge that enable people to successfully perform in professional, educational, and other life contexts. Upon satisfactory completion of this pillar, participants will reliably demonstrate their competency in the following:

- Entrepreneurial Mindset
 - Systems Thinking
 - Design Thinking
 - Creative Thinking
 - Conceptual Thinking
 - Critical Thinking
 - Emergent Thinking

- Start-up Acumen
 - Entity Formation
 - Prototyping
 - Computational Thinking
 - E-Commerce
 - Financing

Assessment and Digital Badges

There are three primary competency assessment methods: self-assessments, in which the learner evaluates their own level of competency (1.0 Self Directed); Instructor assessments, in which the instructor evaluates the learner's competency (1.0 Live/Hybrid); and 360-degree assessments, in which peers or team is evaluated by instructor, peers, (2.0) and client (3.0).

According to Badgr.com, "Digital Badges are a lot like physical badges. They're a symbol of achievement."

Digital Badges are:

- Verifiable — The data inside proves what you've achieved.
- Shareable — You can post your badges all over the web.
- Portable — Take them with you in Backpacks.

Digital badges are evidence of the competency development and skills attainment by completing this pillar.

Pillar Learning Objectives

Upon satisfactory completion of this pillar, participants will reliably demonstrate the ability to:

1. Describe the challenges and opportunities of social innovation.
2. Define a social problem and the scope and parameters of the system that needs to be changed for the problem to be addressed.
3. Explain the purpose and roles of social ventures and the benefits to society of this form of entrepreneurship.
4. Identify opportunities for innovation, collaboration, and new business development in response to evolving environmental and social issues.
5. Analyze complex issues using innovation and entrepreneurial mindsets.
6. Design appropriate methods to measure social impacts and ensure accountability.
7. Launch, support, or scale a social venture through business analysis and the application of business tools and skills.
8. Anticipate future developments and prospects in the field of social entrepreneurship.

Theories and Models

Upon satisfactory completion of this pillar, participants will have a set of principles to inform practice of Social Entrepreneurship and practical examples and tools to follow or iterate.

Theories:

- Systems Thinking (Cabrera)
- Theory U (Scharmer)
- Lean StartUp (Reis)

Models:

- Business Model Canvas
- USAID Country Data Dashboard
- Kawasaki's 10 Slide Pitch Deck

Texts and Presentations

Required Text:

Dees, J. G. (2018). The Meaning of Social Entrepreneurship 1, 2. In *Case Studies in Social Entrepreneurship and Sustainability* (pp. 22-30). Routledge.
<http://www.redalmarza.cl/ing/pdf/TheMeaningofsocialEntrepreneurship.pdf>

The Entrepreneurial Mindset Imperative

<https://elimindset.com/wp-content/uploads/2021/03/The-Entrepreneurial-Mindset-Imperative.pdf>

Recommended Foundational Texts:

Drucker, P. (2014). *Innovation and entrepreneurship*. Routledge.
[ISBN-13: 978-1138168343//ISBN-10: 1138168343](https://www.routledge.com/ISBN-13: 978-1138168343/ISBN-10: 1138168343)

Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Currency.

[ISBN-13 : 978-0307887894//ISBN-10 : 9780307887894](#)

Csikszentmihalyi, M. (1997). *Flow and the psychology of discovery and invention*. HarperPerennial, New York, 39. [ISBN](#)

Policies and Expectations

Pillar Structure The pillar covers a seven-week time period. Assignments for each week are due as indicated on Canvas.

Readings and Lectures

You are expected to read all assigned readings, view all videos, screencasts, and access any links posted by the instructor prior to each class. Also be prepared to discuss online each week any assigned cases for analysis.

Participation

Participation is strongly encouraged to show your knowledge and understanding of the subject matter. You are not required to be online at the same times as your peers. However, you should check in regularly (to access new materials, submit assignments, and/or participate in ongoing case study discussions).

Written Work

Written work is assessed for content, organization, style, grammar, and formatting. All papers are to be typed, proofread, spell-checked, double-spaced, and prepared in accordance with APA style and format. Basic formatting should be Times New Roman 12 with 1 inch margins. For help with APA formatting, see the [Bedford St. Martin's](#) and [Purdue OWL](#) websites.

Submission Format

All assignments must be submitted as an attachment via Canvas no later than 11:55 PM (PST) the day the module is due. Unless otherwise specified, you should submit all papers as PDF's, Excel Spreadsheets or Microsoft Word documents via Canvas.

Ethics and Integrity

Plagiarism includes:

The intentional or unintentional representation of another's words or ideas as your own in an academic exercise and in business is a legal liability such as a copyright infringement.

Using the "copy and paste" method to use text found on a Web site without giving credit to the source.

- Copying information from a source without proper citation and without use of quotation marks or block quotation formatting. If any words or ideas used do not represent your original words or ideas, you must distinguish them with quotation marks or an indented block quotation followed by the appropriate citation.

Paraphrasing statements or paragraphs without proper citation or using someone else's ideas, data, language, and/or arguments without acknowledgement.

- Presenting work as your own that has been prepared in whole or part by someone other than that particular student.
- Failure to properly cite statistics, data, or other sources of information in your paper.

Pillar Lessons and Assignments

Article/Video Case Study Presentation

You need to find an article/case study related to Social Entrepreneurship and prepare a written report and brief video presentation (no longer than 15 minutes). You must state specifically what topic in Social Entrepreneurship that the article relates to. The article should be from a peer-reviewed journal, but articles from the Wall Street Journal, Business Week, or some other business magazine, will be accepted if there is enough substance (you may need to do additional research). The report should be succinct no less than two pages and no more than 5 pages. (Hint: Use [Google Scholar](#))

Reflection Journal (Self Directed)

One of the most effective means to equip participants with the knowledge and tools needed to make real-world business decisions is to provide opportunities for students to analyze and discuss challenging real-world situations. Thus, each week participants can earn up to 20 points for their analysis of case studies within the Reflection Journal.

Participants are to post a substantive post for each case study weekly. To be considered substantive, a post should:

- 1) Be of appropriate length (200+ words).
- 2) Cite from the pillar materials (lecture, texts, videos, etc.) in such a way that it is evident that you have integrated the pillar content into your posts.
- 3) Demonstrate critical thinking skills. In short, your posts should reflect that you have carefully considered the case studies and have put effort into writing a response that makes a relevant contribution to the conversation.

The following factors will also be considered in assessment:

Promptness and Initiative

Excellence, self-initiative, and achieving critical thinking are important.

Relevance of Post

Consistently posts information relevant to the case study. Always appropriate length and

contributing insight to each case.

Expression within Post

Expresses opinions and ideas in a clear and concise manner with obvious connection to the case. Demonstrates an ability to understand and respect alternative views.

HP Life Badge Assignments

HP Learning Initiative for Entrepreneurs (HP LIFE) is a global program that trains future entrepreneurs and small business owners like you to apply IT and business skills, so you can establish and grow a business, build successful companies and create jobs. [Create your free profile](#) to access the HP Life content assigned in this course.

There are two online lessons to be completed in HPLife (See list below). At the end of each HP Life course a digital badge is awarded and submitted to you by email. Upon completion submit a copy of your earned certificate to your instructor.

- [Social Entrepreneurship \(1.0\)](#)
- [Design Thinking \(1.0\)](#)
- [Starting A Business \(2.0\)](#)
- [Growth Engines \(2.0\)](#)

UN SDG Problem Statement and Project Proposal (Capstone)

The United Nations Sustainable Development Goals are the core focus of global economic empowerment as defined by the United Nations 2030 Agenda for Sustainable Development. For this pillar, you will select a country to serve and define both a Problem Statement and design a Project Proposal for an innovative solution in alignment with one of the 17 UN Global Goals. Begin by reading: [TRANSFORMING OUR WORLD: THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT](#)

- The following [17 UN Global Goals](#) are the basis of the Problem Statement and Proposal. Begin by selecting a goal or sub-goal to establish an area of interest Problem Statement to develop solutions (minimum viable products).

Additional Resources: <https://www.globalgoals.org/resources>

- Using the [USAID Country Dashboard](#) select a country you would like to serve. Use the data provided in the dashboard to help shape your Problem Statement and Project Proposal.
- Conduct additional secondary research to inform your design.
- Resource/Tools:
 - [Business Model Canvas](#)

- [Startup School for Aspiring Founders - Y Combinator](#)
- Read: [The Only 10 Slides You Need in Your Pitch](#)
 - [Template of 10 Slide Pitch - Guy Kawasaki](#)

Technical Requirements

Technology Requirements for Global Urban Nomads Pillars

Sufficient technology tools and Internet access are required when taking a pillar through Global Urban Nomads. The following list will help ensure that you are adequately equipped.

Educational Technology Ecosystem:

- Canvas- -Self Directed/Hybrid
- Zoom- Live/Hybrid/HyFlex
- Slack - Project Teams/Communication
- Gmail - Communication

Supported Browsers

You should keep your browser up to date for the best experience. If you have trouble with a particular browser, please try another. Firefox and Chrome generally work best.

- [Google Chrome](#)
- [Mozilla Firefox](#)

Browser Settings

Please refer to your browser's Help features to check these settings.

- Pop-Up Blocker should be disabled
- JavaScript should be enabled
- Java should be enabled
- Cookies should be enabled

Plug-ins

The most recent version of the following plug-ins is required for many of the resources available in your online pillars:

- [Adobe Flash Player](#)
- [Adobe Acrobat Reader](#)
- [Apple QuickTime Player](#)
- [Java SE 6 or higher](#)

Screen Settings

Screen resolution (size) should be set at minimum 1024 x 768 or higher.