Social Entrepreneurship: Innovations in Social Impact

Spring 2019. Wednesdays 11:00-11:50am. De Neve Sycamore Room.

Facilitated by: Anna Nordstrom (She/Her/Hers)
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Office hours by appointment. I'd love to chat with you all about this topic or others, let me know if you need anything

Faculty Advisor: Paul Park

Course Description

Through lectures, readings, and a team-based project, students will explore the challenges and benefits of innovative approaches to solving social issues across sectors. This course will introduce frameworks to think about social impact challenges and ways to create sustainable change.

Working in teams, students will learn about the social impact landscape at UCLA by researching and learning more about a social issue on campus, identifying existing solutions, and developing a proposal to help close existing gaps to this challenge. These could include anything relevant to college campuses, some examples are: food insecurity, housing, sexual assault, mental health, physical activity, accessibility, racism, financial insecurity etc.

Learning Objectives

- Examine social impact landscape on campus
- Critically analyze social impact initiatives on campus and in businesses
- Synthesize analyses into recommendations to improve our campus

Grading (Pass/No Pass)

In order to receive a Passing grade students must have over a 70% total at the end of the course. Your grade will be based on attendance, participation, and the final project.

Attendance 15%
Everyone is expected to attend every class. One unexcused absence will be allowed before points start getting taken away. Attendance will be taken during every class 5 minutes after the start of class. If a student is more than 10 minutes late, they will be counted as absent.

**Participation 30%**

- There will be readings and/or case studies assigned each week. In order for students to engage in thoughtful discussion during class, these readings must be completed before class.

**Final Presentation 55%**

- The final presentation is a 10 minute speaking presentation to be made in groups of 4-5 students about an innovative social impact as it applies to UCLA. Details for this project can be found on the final page of the syllabus.

**Schedule**

**Week 1: Course Introduction/Spectrum of Impact**
- Defining Social Entrepreneurship
Readings: None

**Week 2: Addressing Challenges on Campus**
- Roll out final project
- Brainstorm areas of change, get in project groups
Readings: [https://dailybruin.com/category/opinion/](https://dailybruin.com/category/opinion/) - Read any article from the Daily Bruin Opinion section about a challenge on campus. Either print out the article and bring it, write up a brief summary of notes so you can talk about the article, or email me 24 hours in advance a link to your article and I will print it for you.

**Week 3: Social Impact through Business in Action**
- Case Study on Panera Bread
Readings: [https://ssir.org/articles/entry/social_entrepreneurship_the_case_for_definition](https://ssir.org/articles/entry/social_entrepreneurship_the_case_for_definition)

**Week 4: Businesses and Social Impact**
- Guest Speaker
- CSR, BCorp
Readings: [https://ssir.org/articles/entry/can_corporations_inspire_social_good](https://ssir.org/articles/entry/can_corporations_inspire_social_good), Read up on [https://www.headspace.com/blog/](https://www.headspace.com/blog/)

**Week 5: Models of Impact**
- Logic Models
- Impact Gap
Readings: [https://www.thebillfold.com/2016/01/hiring-the-homeless-doesnt-work-if-you-dont-understand](https://www.thebillfold.com/2016/01/hiring-the-homeless-doesnt-work-if-you-dont-understand)
-homelessness/  
https://ssir.org/articles/entry/a_playbook_for_designing_social_impact_measurement

**Week 6: Shared Value**  
- Bruin Dine Case Study  
- Final Project Ideation  
Readings:  

**Week 7: Nonprofits**  
- Funding Nonprofits  
- Innovation in Nonprofits  
Readings: None- Work on final project

**Week 8: Greenwashing**  
- Role of the company  
- Role of the consumer  
Readings: None - work on final project

**Week 9: Final presentation group work time and facilitation.**  
- 30 Minutes to work on final project  
- Taking Action → Lessons Moving Forward  
Readings: Prepare for final presentation

**Week 10: Final presentations**  
This will be an opportunity for students to demonstrate their learning about social ventures and movements. Each group will have an opportunity to present their findings about innovation on college campuses. The teams will be encouraged to present their findings to the relevant campus entities.  
Readings: None

**Final Project**

Students will have the opportunity to apply an innovative approach to learning about and providing recommendations to implement change at UCLA. In groups of 4-5, students will brainstorm a challenge that UCLA faces. These could include anything relevant to college campuses, some examples are: food insecurity, housing, sexual assault, mental health, physical activity, accessibility, racism, financial insecurity etc.

**Further Instructions will be provided during Week 2**

This project will be due on the last day of class and is worth 55% of your final grade.
**Academic Integrity**

Students must follow the UCLA academic [Code of Conduct](#).

**Resources**

Students may seek accommodations in a course through the UCLA Center for Accessible Education (CAE) located in Murphy Hall. Other useful resources include: CAPS, UCLA Food Pantry, Student Wellness Coalition, Financial Wellness, Title IX Office, and the Career Center.

**Bonus Videos**

Daniela Papi Thornton: Reclaiming Social Entrepreneurship TED Talk

[https://www.youtube.com/watch?v=RdrfMqBRfEQ](https://www.youtube.com/watch?v=RdrfMqBRfEQ)

Wendy Woods: The Business Benefits of Doing Good TED Talk


Jeff Kirschner: This App Makes it Fun to Pick Up Litter TED Talk

[https://www.ted.com/talks/jeff_kirschner_this_app_makes_it_fun_to_pick_up_litter](https://www.ted.com/talks/jeff_kirschner_this_app_makes_it_fun_to_pick_up_litter)

Harish Manwani (COO Unilever): Profit Is Not Always The Point

[https://www.ted.com/talks/harish_manwani_profit_s_not_always_the_point?referrer=playlist-social_good_inc](https://www.ted.com/talks/harish_manwani_profit_s_not_always_the_point?referrer=playlist-social_good_inc)

Michael Porter: Why Business Can Be Good At Solving Social Problems

[https://www.ted.com/talks/michael_porter_why_business_can_be_good_at_solving_social_problems?referrer=playlist-social_good_inc](https://www.ted.com/talks/michael_porter_why_business_can_be_good_at_solving_social_problems?referrer=playlist-social_good_inc)