

# Business Administration

Course Number: **BUAD 309**

Course Title: **SOCIAL ENTREPRENEURSHIP**

Credits: 3

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.

Semester and Year:

**Professors**


---

**Evaluation Procedure**

Service Project(1)	
Service Project Proposal.....	5%
Service Project(2).....	35%
Service Project Presentations.....	<u>10%</u>
Total Project.....	50%
In-class Exam .....	25%
Team Assignment.....	10%
Participation	
In-class Participation.....	5%
Online Journal.....	<u>10%</u>
Total Participation.....	15%
<b>Total.....</b>	<b>100%</b>

**Notes:**  
 (1)The “Service Project” can be completed individually or in small teams.  
 (2)The Client group report is worth 25% and the Individual Reflection Report is worth 10%

**Course Overview:** 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, cooperatives and social enterprise businesses. Changing community demographics and decreases in funding by social service ministries have necessitated that communities look to local organizations and businesses to solve local problems. Organizations both in the non-profit and business sectors have stepped in to fill gaps that rapid growth and development, globalization and changing technology have created for small and large communities. This course will introduce students to different social purpose organizations. Students will explore the challenges of managing double or sometimes triple bottom lines as directors and entrepreneurs try to balance profit / sustainability and social consciousness with organizational effectiveness. While students will have many opportunities to learn from guest speakers, seminar style in-class presentations, and an online journal, a service-learning project will form the largest component of their assessment for the course. Service-learning is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities; it combines SERVICE with LEARNING in intentional ways. Service-learning is a form of experiential education where learning occurs through a cycle of action and reflection as students work with others through a process of applying what they are learning to community problems and, at the same time, reflecting upon their experience as they seek to achieve real objectives for the community and deeper understanding and skills for themselves.

**Required Texts/Resources**

Required Course Pack:  
 Course Pack of **required readings** covering a range of topics relevant to the objectives of the course. See the bookstore to purchase will be reading the Week of Jan 6, 2020.

Required Course Text:  
 Braun, A. (2014). The promise of a pencil: How an ordinary person can create extraordinary change. New York: GoodPenny Ventures LLC  
 You can access your ebook copy via the below link (you may be prompted to login from off-campus): <https://ebookcentral.proquest.com/lib/okanagan-ebooks/detail.action?docID=4934278>

**Course Schedule**

Monday, January 6 –

2020  
Week of

## **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

---