



	<p><b>Master Course Syllabus</b></p> <p><b>Social entrepreneurship: the European Union experience and practices</b></p>
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**Instructor:**



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**Course Description**

This course is devoted to the Social Entrepreneurship and aims to transfer recent European knowledge and practices of social entrepreneurship to the Russian Federation (particularly to the Omsk region). This Master course aims at extending theoretical and practical knowledge in European social entrepreneurship. Every day we face economic, social and environmental challenges. Social Entrepreneurs are those people who are trying to solve these challenges and make a positive impact on the economy, society, and ecology on a local or global scale. In many cases a social entrepreneur will need a business plan to run a sustainable social project.

This course focuses on the social entrepreneurship in the European Union and Russian Federation including a business planning for the social entrepreneurial project. Students will be encouraged to develop a business model for social enterprise working in small teams. Learning activities include case studies and templates that may be used for development of a business model for a social enterprise.

**Semester Credit Hours:** This course is the equivalent of 3 ECTS in the European system.

**Enrollment:** This course is open to master students and advanced undergraduate students.

**Required Readings:**

Chahine Teresa. Introduction to Social Entrepreneurship. Boca Raton, FL: CRC Press, 2016. – 313 p.

Monzón José L., Chaves Rafael. The Social Economy in the European Union. (Report). Brussel: European Economic and Social Committee, 2012. Retrieved from [www.eesc.europa.eu](http://www.eesc.europa.eu)

**Additional Readings:**

Abrams Ronda. Successful Business Plan Secrets & Strategies. Fifth Edition. Palo Alto, California: The Planning Shop, 2010. – 414 p.

Aray, Yulia N., Burmistrova, Tatyana A. Specificity of Business Models in Social Entrepreneurship. // Russian Management Journal 12, no. 4, 2014. – pp. 55-78.

Austin, James E., Dutch Leonard, Ezequiel Reficco, and Jane Wei-Skillern. Corporate social entrepreneurship: A new vision of CSR. Working Paper No. 05-021. Boston: Harvard Business School, 2004.

Austin, James, Howard Stevenson, and Jane Wei-Skillern. Social and Commercial Entrepreneurship: Same, Different, or Both? // Entrepreneurship Theory and Practice 30, no. 1, 2006. - pp. 1-22.

Barringer Bruce R. Preparing effective business plans: an entrepreneurial approach. Second edition. New Jersey: Pearson, 2015. – 288 p.

Elkington, John; Hartigan, Pamela. The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World. Harvard Business Review Press, 2008. – 272 p.

Keohane Georgia L. Social Entrepreneurship for the 21<sup>st</sup> Century. McGrawHill, 2013. – 264 p.

Leadbeater, Charles. The Rise of the Social Entrepreneur. London: Demos, 1997.

Makarevich, Anna. N., Sazonova Tatyana Y. The Nature and Specificity of Social Entrepreneurship in Russia. // Journal of Russian Entrepreneurship, no. 24, 2012. – pp. 52-56.

Moskovskaya, Alexandra. Social entrepreneurship in Russia and the World: practice and research. Moscow: Higher School of Economics, 2011.

Social Entrepreneurship and Innovation. International Case Studies and Practice. Edited by Ken Banks. KoganPage, 2016. – 282 p.

Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. Entrepreneurship in the Social Sector (ESS). Sage Publications, 2007.

**Course Learning Objectives**

For satisfactory completion of the course, students are expected to be able to:

1. Describe the main reasons, goals and features of social entrepreneurship;
2. Describe the evolution of social entrepreneurship in the EU and Russia;
3. Compare the European Union and Russian practices of social entrepreneurship;
4. Identify and assess innovative ideas for a social enterprise;
5. Create a business model for the social entrepreneurial project;
6. Develop a draft of their own business plan for a social enterprise;
7. Present the social enterprise and its business plan during the competition;
8. Write a research paper based on the European practices and knowledge.

## Credit Activities

Grades will be assigned based on the following grading system:

### **Written Business Plan for a Social Enterprise – 20%**

Students will be expected to write a business plan for a social enterprise. During the semester students will work in small groups and develop their business models for social enterprises and business plans. To develop each section of the business plan students will be provided with step-by-step guides and templates.

### **Presentation of Social Project and its Business Plan – 20%**

The final version of the business plan for social enterprise will be presented at the end of the semester during the competition. Students will be involved in discussion and evaluation of the business plans for social enterprises.

### **Class Participation and Discussions – 20%**

Each module includes one discussion. Each student will be required to participate in class discussions, to raise questions, to collaborate with other students and find answers.

### **Research Paper – 40% (20% and 20%)**

The research paper aims to analyze the European cases and practices of social entrepreneurship. There are two drafts of research paper during the semester – Initial and Final Research Papers. Research paper should be approximately 6-8 pages in length, with the 12 point font. Research Paper should be based not only on the textbooks but refer to scientific papers, dissertations, statistics data, documentaries, and other materials. Initial Research Paper is equivalent to Midterm Exam and Final Research Paper is equivalent to Final Exam.

## Grading

Students' work will be evaluated as follows:

### **Grade components**

<b>Description:</b>	<b>Points</b>	<b>Percentage:</b>
Written Business Plan for a Social Enterprise	20 points	20%
Presentation of Social Project and its Business Plan	20 points	20%
Class Participation and Discussions	20 points	20%
Initial Research Paper	20 points	20%
Final Research Papers	20 points	20%
<b>Total points possible for semester</b>	<b>100 points</b>	<b>100%</b>

## Class Final Grading Scale

Total Points Earned	Grade
97-100	A+
93-96	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 and below	F

### Incomplete Policy

In case of an “F” for an incomplete student will not receive any grade.

## COURSE OVERVIEW AND SCHEDULE

The course is presented in 6 learning modules:

1. Introduction to the EU social entrepreneurship.
2. Social entrepreneurship in the European Union.
3. The need for social entrepreneurship in the Russian Federation.
4. Creating a business model for the social entrepreneurial project on the basis of European Business Planning guides.
5. The promotion of the social enterprise.
6. The European social enterprises – the European Union case studies and best practices.

### Course Schedule and Modules (Room 6-103)

Hours	Module	Assigned Reading
4	<b>Module 1.</b> Introduction to the EU social entrepreneurship.  Methodological basis of social entrepreneurship in the EU. The aims and objectives of social entrepreneurship. The social entrepreneur and innovator. Development of institutions of social entrepreneurship.	Chahine Teresa. Chapter 1 Monzón José L., Chaves Rafael. Chapter 1. Austin, James, Howard Stevenson, and Jane Wei-Skillern.
4	<b>Module 2.</b> Development of social entrepreneurship in the processes of European integration.	Monzón José L., Chaves Rafael. Chapters 2-6 Chahine Teresa. Chapter 2. Keohane Georgia L. Chapter 1.

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	Evolution of social entrepreneurship in the EU and its countries. Main features of social entrepreneurship in the European Union. The role of social enterprises in creating employment and social and economic sustainability in the EU.	
4	<p><b>Module 3.</b> The need for social entrepreneurship in the Russian Federation.</p> <p>Identifying and understanding social and ecological problems. Identifying social entrepreneurship opportunities. Searching for social innovations. Benchmarking analysis of the relevant European practices.</p>	<p>Aray, Yulia N., Burmistrova, Tatyana A.</p> <p>Makarevich, Anna. N., Sazonova Tatyana Y.</p> <p>Moskovskaya, Alexandra.</p> <p>Chahine Teresa. Chapter 4.</p> <p>Monzón José L., Chaves Rafael. Chapter 4</p>
4	<p><b>Module 6.</b> The European social enterprises – the European Union case studies and best practices.</p> <p>Development of the Initial Research Paper that aims to analyze the European cases and practices of social entrepreneurship.</p>	<p>Ken Banks. Chapter 6. Case study: Food waste meets food poverty: closing the loop (the UK)</p> <p>Elkington, John; Hartigan, Pamela.</p>
4	<p><b>Module 4.</b> Creating a business model for the social entrepreneurial project on the basis of European Business Planning guides.</p> <p>Identifying the target community and assessing the project stakeholders. Testing the ideas and choosing the project idea.</p>	<p>Chahine Teresa. Chapters 3, 5-8.</p> <p>Wei-Skillern, J., Austin, J., Leonard, H., &amp; Stevenson, H.</p> <p>Abrams Ronda.</p> <p>Barringer Bruce R.</p>
4	<p><b>Module 4.</b> Creating a business model for the social entrepreneurial project on the basis of European Business Planning guides.</p> <p>Building the management team and market strategy. Searching for funding. Social impact assessment: social ROI and other metrics.</p>	<p>Chahine Teresa. Chapters 9-11.</p> <p>Abrams Ronda.</p> <p>Barringer Bruce R.</p>
4	<p><b>Module 4.</b> Creating a business model for the social entrepreneurial project on the basis of European Business Planning guides.</p>	<p>Deloitte official website. Available online: <a href="http://www2.deloitte.com">http://www2.deloitte.com</a></p> <p>3. EY official website. Available online: <a href="http://www.ey.com">http://www.ey.com</a></p>

	<p>KPMG Recommendations for Business Planning</p> <p>Ernst &amp; Young Business Plan Guides</p> <p>Deloitte Guidelines for Business Planning</p> <p>PriceWaterhouseCoopers Recommendations for Business Planning</p>	<p>KPMG official website. Available online: <a href="https://home.kpmg.com">https://home.kpmg.com</a></p> <p>PwC official website. Available online: <a href="http://www.pwc.com">http://www.pwc.com</a></p>
4	<p><b>Module 5.</b> The promotion of the social enterprise.</p> <p>Communications with target community, mass media and government. Management of the growth of social enterprise. Collaboration with partners. Building the nets. Benchmarking analysis of the relevant European practices.</p>	<p>Chahine Teresa. Chapters 12-13.</p> <p>Austin, James E., Dutch Leonard, Ezequiel Reficco, and Jane Wei-Skillern.</p>
4	<p><b>Module 6.</b> The European social enterprises – the European Union case studies and best practices.</p> <p>Development of the Final Research Paper that aims to analyze the European cases and practices of social entrepreneurship.</p>	<p>Leadbeater, Charles.</p> <p>Monzón José L., Chaves Rafael. Chapters 7-10</p>