



El Camino College
COURSE OUTLINE OF RECORD – Official

Subject:	BUS
Course Number:	127
Descriptive Title:	Social Entrepreneurship
Division:	Business
Department:	Business Management
Course Disciplines:	Management
Catalog Description:	This course explores how innovative business models can address societal challenges and generate sustainable impact. Students will develop the knowledge and skills to create a small business that prioritizes social and environmental issues while generating profit. Instruction will include case studies, discussions, and experiential project.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	
Transfer UC:	No
Effective Date:	
General Education ECC:	
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	
Term:	
Other:	

<p>Student Learning Outcomes:</p>	<ol style="list-style-type: none"> 1. Define social entrepreneurship and identify key principles and characteristics. 2. Analyze societal challenges and opportunities for innovative solutions. 3. Develop business models that integrate social impact and financial sustainability. 4. Evaluate legal considerations, governance structures, and ethical implications in social enterprises. 5. Design and present a comprehensive business plan or impact assessment for a social venture.
<p>Course Objectives:</p>	<ol style="list-style-type: none"> 1. Define Social Entrepreneurship: Understand the fundamental principles of social entrepreneurship, including the distinction between social and commercial entrepreneurship. 2. Identify Social Issues: Analyze various social, environmental, and economic problems that can be addressed through entrepreneurial approaches. 3. Business Models for Social Impact: Explore different business models used in social enterprises, such as for-profit, non-profit, and hybrid models. 4. Value Proposition and Mission Alignment: Develop a social enterprise value proposition that aligns with addressing a specific social issue while remaining mission-driven. 5. Market Research for Social Impact: Conduct market research to identify target communities, beneficiaries, and key stakeholders relevant to a social enterprise. 6. Innovative Problem-Solving: Apply design thinking and other creative problem-solving methodologies to develop innovative solutions for societal challenges. 7. Sustainable Business Practices: Analyze strategies for financial sustainability, including revenue generation, impact investing, and social finance. 8. Impact Measurement: Learn techniques to assess, measure, and report the social impact of a social enterprise, including metrics such as the Social Return on Investment (SROI). 9. Legal and Ethical Considerations: Understand the legal frameworks, ethical challenges, and governance structures in creating and managing social enterprises. 10. Community Engagement and Leadership: Develop skills in community engagement, stakeholder collaboration, and leadership to drive social change through entrepreneurship
<p>Major Topics:</p>	<ol style="list-style-type: none"> 1. Understanding Social Entrepreneurship <ol style="list-style-type: none"> A. Introduction to Social Entrepreneurship B. Historical overview and evolution of the field C. Key principles and characteristics of social enterprises D. Case study: Successful social entrepreneurial ventures 2. Identifying Social Problems and Opportunities <ol style="list-style-type: none"> A. Identifying societal challenges and opportunities for impact B. Needs assessment and stakeholder analysis C. Introduction to design thinking and its application in social entrepreneurship D. Guest speaker: Social entrepreneur sharing their journey 3. Business Models for Social Impact <ol style="list-style-type: none"> A. Introduction to business model canvas B. Revenue models for social enterprises

	<ul style="list-style-type: none"> C. Impact measurement and metrics D. Case study analysis: Different business models in social entrepreneurship 4. Legal Structures and Governance A. Legal considerations for social enterprises B. Comparison of different legal structures (non-profit, for-profit, B Corporations, etc.) C. Governance and ethical considerations D. Guest speaker: Legal expert specializing in social enterprise law 5. Funding and Financing Social Ventures A. Funding landscape for social enterprises (grants, impact investing, crowdfunding, etc.) B. Social impact bonds and other innovative financing mechanisms C. Pitching for impact: Crafting a compelling narrative D. Case study: Funding journeys of successful social enterprises 6. Building Partnerships and Collaboration A. Importance of partnerships in social entrepreneurship B. Collaborating with nonprofits, government agencies, and corporations C. Negotiation and relationship management skills D. Guest speaker: Partnership expert from a successful social enterprise 7. Scaling and Growth Strategies A. Scaling impact: Challenges and strategies B. Replication vs. adaptation C. Leveraging technology and innovation D. Case study: Scaling strategies of notable social enterprises 8. Ethical Leadership and Impact Assessment A. Ethical leadership in social entrepreneurship B. Ethical dilemmas and decision-making frameworks C. Impact assessment and reporting D. Guest speaker: Ethical leadership expert 9. Sustainability and Resilience A. Building resilience in social enterprises B. Environmental sustainability and social responsibility C. Circular economy principles and practices D. Case study: Sustainable practices in social enterprises 10. Pitch Day A. Final project presentations B. Peer feedback and reflection C. Celebration and networking
Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	<p>Develop an idea for a business that you'd like to start that addresses a social issue such as poverty, access to education, environmental sustainability, healthcare disparities, homelessness, or food insecurity.</p> <p>Task: Research and describe the business and the issue you are addressing. Provide evidence to demonstrate the scale and urgency of the problem. Discuss how this issue impacts a specific community or population. For example, if you choose food insecurity,</p>

	<p>discuss its prevalence in a specific geographic area or demographic group, and provide supporting data (e.g., statistics on hunger in urban areas, reports on food deserts). In a three-page paper, address these Key Points: What is the issue, and why is it important? Who is affected, and how are they affected? Use data to illustrate the scope and seriousness of the issue. Describe the business concept that will address this issue.</p>
Critical Thinking Assignment 1:	<p>Clearly define the unique value of your social enterprise described in the above assignment. Describe what the business offers to both beneficiaries and customers. Task: Identify the value your enterprise creates for its beneficiaries and explain why customers (or donors, investors, etc.) will support it. Consider competitors and how your enterprise differs from existing solutions. For instance, if your social enterprise is an eco-friendly clothing brand that provides jobs to people experiencing homelessness, explain how your products appeal to eco-conscious consumers while also benefiting the community. In a three-page paper, address these Key Points: Who are your target beneficiaries and customers? What makes your solution unique in the market? Why will people support your enterprise (e.g., social mission, quality, affordability)?</p>
Critical Thinking Assignment 2:	<p>Investigating a Social Enterprise Objective: Research an existing social enterprise and analyze how it addresses a social issue effectively. Assignment Instructions: Select a Social Enterprise. Choose a social enterprise that aligns with your interests (e.g., Warby Parker, Grameen Bank, or The Ocean Cleanup). Understand the Mission: Summarize the enterprise’s mission and the specific social issue it addresses in 2–3 sentences. Examine Their Approach: Describe one product, service, or initiative the enterprise uses to tackle the issue. Include any innovative practices or models they employ (e.g., microfinance, one-for-one programs, or sustainable materials). Evaluate the Impact: Provide one example of their success, supported by a piece of data (e.g., number of people helped, tons of waste removed, or communities served). Deliverable: Submit a 150–200 word paragraph describing the enterprise, its methods, its impact, and your personal takeaway.</p>
Other Evaluation Methods:	Class Performance, Essay Exams, Homework Problems, Journal kept throughout course, Matching Items, Multiple Choice, Objective Exam, Performance Exams, Presentation, Quizzes, Reading Reports, Term or Other Papers, True/False, Written Homework
If Other:	
Instructional Methods:	Demonstration, Discussion, Group Activities, Guest Speakers, Lecture, Multimedia presentations, Role play/simulation
If other:	
Work Outside of Class:	Answer questions, Journal (done on a continuing basis throughout the semester), Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Problem solving activity, Required reading, Skill practice, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Understanding Social Entrepreneurship, Kickul and Lyons. Spr 2020. 3 rd Ed.
Alternative Texts:	

Required Supplementary Readings:	
Other Required Materials:	
Requisite	
Category	
Requisite course:	
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching skill(s): Bold the requisite skill(s). if applicable	
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Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	M. SomdeCerff
Date:	09/20/2024
Original Board Approval Date:	01/13/2025
Effective Term:	FA 2025