

Course Syllabus- COURSE TITLE

Language of Instruction: English

Professor: Jeaninne Horowitz Gassol

Professor's Contact and Office Hours: Office 20.151 Jaume 1 building. Office hours: By appointment. E-mail: jeaninne.horowitz@upf.edu

Course Contact Hours: 30 hours

Recommended Credit: 4 ECTS credits

Weeks: 2

Course Prerequisites: None

Language Requirements: B level English

Course Description:

The world is faced with serious and complex social and environmental problems that require a deep understanding of the systems where they occur in order to find innovative solutions. This course introduces students to the concepts, strategies and processes of social innovation and social change. We will examine the state of the world from a social economic perspective and learn how social innovation can help solve existing and future problems. We will explore social entrepreneurship as the vehicle for social innovation and learn about its challenges and opportunities. We will learn that innovation and entrepreneurship require a mentality that is not deterministic, in order to deal with the uncertainty and complexity.

Learning Objectives:

Example:

At the end of the course, the student:

- Acquire a greater understanding of the social economy—the core issues, complexity, challenges and opportunities.
- Have a greater understanding of the role of social innovation in dealing with social issues.
- Be able to apply systems thinking to social and environmental problems.
- View the social entrepreneur as a vehicle for social innovation and learn to become one.
- Have a greater appreciation for the challenges social entrepreneurs face as they develop social organizations.

Course Workload

100 hours of student workload. 20 hours of theoretical lectures (given as in class interactive lectures) and 10 hours of seminar like sessions (with in class team exercises, brainstorming, documentary watching and discussing, invited speakers, field work) plus 70 hours work outside the classroom for reading, study, research and teamwork.

Methods of Instruction:

Three-hour class sessions five times a week for two weeks.

We will use a variety of pedagogical approaches:

- Lectures to provide structured introductions to key concepts. Students are presented with content, motivated and challenged to reflect on issues. Issues are clarified and expanded upon.
- Assigned readings to deepen understanding.
- Interactive class discussions and debates (participation is expected). Analysis of videos, case studies exchange of ideas and different perspectives

- In class team exercises (creativity and brainstorming)
- Team assignments and presentations
- Invited speaker/visit to a social enterprise

Method of Assessment

Class Participation includes analysis of a case study: 30 percent

Individual reflection paper: 10 percent

Team research paper: 40 percent

A Partial Exam: 20 percent

Absence Policy

Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

Absences	Penalization
Up to One (1) absence	No penalization.
Two (2) absences	1 point subtracted from final grade (on a 10-point scale)
Three (3) absences	The student receives an INCOMPLETE for the course

The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Director of the UPF Summer School.

Classroom Norms:

- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Course Contents: (Tentative schedule that may change according to the date of the visit)

Session 1 Introduction to the course

Course description

The state of world. What is happening? Why do we need social change?

In class work. Choosing a social issue

Discussion of guidelines for the research paper

Session 2 Innovation for social change

What is social innovation? Definitions and interpretations

Systems thinking, non-determinism and complexity science.

Mulgan, G. 2007. "Social Innovation: What it is, why it matters and how it can be accelerated" Skoll Centre for Social entrepreneurship, University of Oxford.
<http://youngfoundation.org/publications/social-innovation-what-it-is-why-it-matters-how-it-can-be-accelerated/>

Mulgan, G. 2012, Joined Up Innovation: what is systemic innovation and how can it be done effectively? Working draft, 2012. N9-805-064 Harvard Business School.

Session 3 The evolution of social corporate responsibility

Osburg T. (2013) Social Innovation to Drive Corporate Sustainability. In: Osburg T., Schmidpeter R. (eds) Social Innovation. CSR, Sustainability, Ethics & Governance. Springer, Berlin, Heidelberg
 The emergence of the fourth sector
 file:///Users/jeannehorowitz/Downloads/9783642365393-c2%20(1).pdf
 Sabeti H (2009) The emerging fourth sector: Executive summary. *Fourth Sector Network*: 1–5.

Session 4 Theoretical basis of social innovations

Disruptive social innovation
 Christensen, Clayton M., Heiner Baumann, Rudy Ruggles, and Thomas M. Sadtler. "Disruptive Innovation for Social Change." *Harvard Business Review* 84, no. 12 (December 2006).

Session 5 Theoretical basis of social innovations

Disruptive Social innovation (cont)
 Share value
 Bottom of the pyramid
 Porter, Michael E., and Mark R. Kramer. "Creating Shared Value." *Harvard Business Review* 89, nos. 1-2 (January–February 2011).
 Prahalad, C.K.; Hart, Stuart L. (2002). "The Fortune at the Bottom of the Pyramid". *strategy + business* (Booz Allen Hamilton Inc.). Presented at the ACRN Conference on Social Entrepreneurship Perspectives, August 26-27, 2011, in Linz, Austria.

Session 6 visit to a social enterprise

Session 7 Partial Exam

Introduction to social entrepreneurship

Defining social entrepreneurship.

What is social entrepreneurship? The link between innovation and entrepreneurship.

Dees, JG and Anderson, BB (2006), Framing a Theory of Social Entrepreneurship: Building on Two Schools of Practice and Thought in Research on Social Entrepreneurship: Understanding and Contributing to an Emerging Field, ARNOVA, CASE, Duke University.

Peredo A and McLean M (2005) Social entrepreneurship: A critical review of the concept. *Journal of world business*: 1–29.

Session 8 Social Entrepreneurship (cont.)

Difference between a "traditional" and a social business
 The entrepreneurship/innovation mentality
 Analysis and discussion of Case study: Patrimonio Hoy
 Segel, Arthur I., Michael Chu, and Gustavo Herrero. "Patrimonio Hoy." *Harvard Business School Case* 805-064, November 2004. (Revised July 2006.)

Session 9 Social entrepreneurship models

Different social business models
 The importance of collaboration
 Using the canvas to develop a social business model
 Grassl W (2012) Business Models of Social Enterprise: A Design Approach to Hybridity. *ACRN Journal of Entrepreneurship Perspectives* 1(1): 37–60.
 Burkett, I. 2010. "Using the Business Model Canvas for social enterprise design". <https://mbs.edu/getmedia/91cc0d01-3641-4844-b34c-7aee15c8edaf/Business-Model-for-SE-Design-Burkett.pdf>

Session 10 Student team informal presentations of the research paper: social innovation and social entrepreneurship.

Final conclusions and outcomes

Required Readings: The professor will assemble a course pack/or indicate mandatory textbooks.

Recommended bibliography:

Students are encouraged to consult the following sources on their own.

Alnoor Ladha and Tim Dixon. Principles for Social Innovation In 2012: Follow Emerging Economies. Co. Exist World Changing Ideas and Innovation. Editor: Morgan Clendaniel.

Crutchfield, Leslie and Heather McLeod Grant. 2008. Forces for Good: The Six Practices of High-Impact Nonprofits. Jossey-Bass.

Empowering people, driving change: Social innovation in the European Union. Bureau of European Policy Advisers. European Commission May 2010

Gladwell, Malcolm. 2000. The Tipping Point. Little Brown: Boston.

Goldsmith, Stephen. 2010. The Power of Social Innovation: How Civic Entrepreneurs Ignite Community Networks for Good. Jossey-Bass.

Meadows, D. H., & Wright, D. (2008). Introduction: The System Lens. In Thinking in systems: A primer. White River Junction: Chelsea Green Pub.

Michelini, Laura 2012, Social Innovation and New Business Models: Creating Shared Value in Low-Income Markets, Springer.

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