Description of the Course

OBJECTIVES
This course is about entrepreneurial action for the public good. The objective of the course is for each student to develop a personal plan of action for entrepreneurial engagement.

BACKGROUND
The progress of human societies is not inevitable. Expanded prosperity tomorrow depends on choices made today. Existing institutions and incentive structures may or may not be adequate to address the challenges of a rapidly changing world. If the past is any guide, continued progress will require continued innovation—the efforts of individuals, groups, and communities who creatively employ new organizational forms, and in many cases new technology, to effect discontinuous, positive change.

This course is about such innovations and the changes that they bring about. It is less about what needs to be done, and more about how to participate in doing.

AUDIENCE
The course on social entrepreneurship is for students interested in developing their skills to act as entrepreneurial leaders. The course will challenge policy-minded students to think creatively about potential solutions to public challenges, and entrepreneurially inclined students to analyze the economic, social, and political context that define entrepreneurial opportunity. Participation in the class will help students act as effective leaders of change through the creation of new ventures and through work in existing for-profit, non-profit, and government institutions.
EXPECTATIONS

Class requirements include

- Regular attendance and active—even vigorous—participation in discussions and completion of all assigned readings and videos in advance of class (10 percent of grade)
- Creation or substantial editing of two Wikipedia entries (10 percent of grade)
- Engaging in design thinking / customer discovery activities and producing intermediate outputs during the course (20 percent of grade)
- Describing a new venture, or a substantial innovation within an existing institution, in two formats:
  - (1) a minimal viable product [parameters to be discussed], and
  - (2) a 2-minute video
(60 percent of grade)

Each student must research and write his or her own strategic plan. However, students are encouraged to seek comments from team members on their drafts, and to use regular team meetings as opportunities to share ideas and critique work in progress.

Final strategic plans submitted at the end of the semester will be subject to high standards of rigor, practicality, and inventiveness.

COURSE PLATFORM

The course will mix in-class activities and online resources. I will offer additional information regarding the online aspects of the course prior to the start of the fall term.

COMMUNICATIONS

The best way to reach me is by email (auerswald@gmu.edu). When sending emails please include “PUBP761” in the subject line.

When sending electronic versions of documents please
- put your name and page numbers on every page, and
- use a descriptive file name beginning with “PUBP761.” (For example <PUBP761_project-title_mynname.doc>).

If you need to contact me urgently, or have not received a response to an email within 48 hours, please send a text message to 202-378-6438. Do not leave voice mail on my office phone.

COURSE MATERIALS

Required

This book is required for the course:


Additionally, these three books are not required but recommended


All four of these books are available in multiple eBook versions, as well as hard copy. (You do not need a Kindle reader to view it; it is possible to download a Kindle reader to your computer.) Readings not available online (links provided) are available through GMU online library, within the JSTOR electronic journal collection.

Additionally the content from this online course is integrated into our class:

Steve Blank, *How to Build a Startup*  
[https://www.udacity.com/course/how-to-build-a-startup--ep245](https://www.udacity.com/course/how-to-build-a-startup--ep245)

I have color-coded the assignments from these courses.

**Professional Ethics: Policy on Plagiarism**

Plagiarism is the use of another’s words or ideas presented as one’s own. It includes, among other things, the use of specific words, ideas, or frameworks that are the product of another’s work. Honesty and thoroughness in citing sources is essential to professional accountability and personal responsibility. Appropriate citation is necessary so that arguments, evidence, and claims can be critically examined.

**Course Outline**

**Session 1 (August 28). Intro to design thinking**

*Required Video*


*Required Reading*

*Unleash Your Inner Company* chapter 6  

**Session 2 (September 4). Design Thinking**

*Required Video*

Aspire’s Winning 2013 Hult Prize Presentation at Clinton Global Initiative  
[https://www.youtube.com/watch?v=Q_1HufkQujY](https://www.youtube.com/watch?v=Q_1HufkQujY)

*Required Readings*

*Unleash Your Inner Company* chapters 1-4  
Sen A. Other People. *Proceedings of the British Academy*, 111. 2001:  

**In class:** Introductions; in-class customer discovery exercise
Session 3 (September 11). Assessing and Appreciating Your Assets

Required Readings

- *Unleash Your Inner Company* chapter 6 (again) and 7-10
- *Case: Kiva.org*


Required Video


Required Podcast


Session 4 (September 18). DESIGN THINKING exercise + individual meetings

**NO CLASSROOM SESSION on September 18; individual calls/meetings (see sign-up)**

Session 5 (September 25). Identifying Opportunities

Required Reading

- *Unleash Your Inner Company* chapters 11-20


*Case: Institute for OneWorld Health*

Required Videos


  **In class:** Lego innovation

  **In class:** “What I like about this idea is… Have you thought about…?”

Session 6 (October 2). Lean Startup Methodology

Required Videos

- **Steve Blank, How to Build a Startup, Lessons 0-3** [https://www.udacity.com/course/how-to-build-a-startup--ep245](https://www.udacity.com/course/how-to-build-a-startup--ep245)
Roger Martin "The Big Lie of Strategic Planning"
https://hbr.org/2014/01/the-big-lie-of-strategic-planning/ar/1
Eric Ries: The Lean Startup: Innovation through Experimentation:
http://www.youtube.com/watch?v=i65PaoTlVKg
Steli Efti Startup Istanbul (note: terrible language, but a message that will stick with you):
https://www.youtube.com/watch?v=HKt6EZOlf1E

**Deadline:** Individual concept sketches due (100 words max; one copy for each person in the class w/out name; one copy for instructor w/ name)

**NO CLASSROOM SESSION on October 9; individual calls/meetings (see sign-up)**

**Session 7 (October 16). Venture Workshop: Lean Canvas**

**Focus Topic:** Opportunity Creation

Venture: http://www.enstitute.org
News: http://www.nytimes.com/2013/05/05/business/enstitute-an-alternative-to-college-for-a-
digital-elite.html?_r=0
Venture: https://freeformers.com
News: http://www.independent.co.uk/news/business/analysis-and-features/businesses-
sponsor-children-to-learn-tech-skills-then-hire-them-10493806.html
Venture: http://www.impactamericafund.com/
News: http://www.fastcoexist.com/3055667/black-women-vcs-are-challenging-the-culture-of-
the-investment-industry

**Supplementary Video**

**In-class:** Lean canvas exercise

**Session 8 (October 23). How to Build a Startup**

**Required Video**

Steve Blank, How to Build a Startup, Lessons 4-6
https://www.udacity.com/course/how-to-build-a-startup--ep245
Steve Blank at Startup Istanbul: https://vimeo.com/141519995
Unleash Your Inner Company chapters 21-26

**In-class:** Impact investing simulation

**Session 9 (October 30). Crowdsourcing, Crowdfunding, and Token Sales**

**Required Readings**

[To be added]

**In-class:** Plan a crowd-funding campaign

**Session 10 (November 6). TBA based on class interests & opportunities**
Session 11 (November 13). In-person meetings

NO CLASSROOM SESSION on November 20; individual calls/meetings (see sign-up)

Session 12 (December 4): Presentation of concept videos

ANNEX: Supplementary/Optional Readings

Wiki entry or enhancement
   For guidance see
   How to create a Wikipedia article: http://www.youtube.com/watch?v=1CwiZIsaM7s
   and or
   How to edit a Wikipedia article: http://www.youtube.com/watch?v=C7yXx3YbcNI

Customer Discovery

https://youtu.be/fB42BC2kCwc (pre-planning 1)

https://youtu.be/wJkRsVDM_Ps (pre-planning 2)

https://youtu.be/RugV1KumYPQ (pre-planning 3)

https://youtu.be/EJGsObmoPfM (interview 1)

https://youtu.be/_oa2GYpK9Sw (interview 2)

https://youtu.be/frCueS1AACQ (asking the right question)

https://youtu.be/hR1fYvkXo2k (Death by Powerpoint)

https://youtu.be/DBBCp6bLyJQ (understanding the problem)