PUBP761: Social Entrepreneurship

Spring 2018
Faculty: Philip Auerswald

Credits: 3
Location: Founders Hall 313
Meeting time:
Wednesday, 4:30-7:00
1st Day: January 31, 2018
(individual meetings January 25-26)

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Room 664
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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_myname.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

*John Chisholm, Unleash Your Inner Company: Use Passion and Perseverance to Build Your Ideal Business, Austin, TX: Greenleaf Book Group Press. ISBN-10: 1626342113*

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 these two online courses is integrated into our class:

- **Jeanne Liedtka, Design Thinking for Innovation**
  [https://www.coursera.org/learn/uva-darden-design-thinking-innovation](https://www.coursera.org/learn/uva-darden-design-thinking-innovation)
  (I will cover the $59 enrollment fee for each of you. We will take care of this during our initial in-person meeting on January 25-27)

- **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 (January 25-27). One-on-one meetings (to be scheduled via Google doc) and intro to design thinking**

**NO CLASSROOM SESSION**

**Required Video**


**Design Thinking for Innovation: Session 2**

**Required Reading**

- *Unleash Your Inner Company* chapter 6
Session 2 (January 31). Design Thinking

Required Video

Design Thinking for Innovation: Session 1
Aspire’s Winning 2013 Hult Prize Presentation at Clinton Global Initiative
https://www.youtube.com/watch?v=Q_IHufkQujY

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 (February 7). Assessing and Appreciating Your Assets

Guest: Matt Flannery, Kiva

Required Video

Design Thinking for Innovation: Session 2 (again)
Design Thinking for Innovation: Session 3

Required Readings

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


Required Video

First Follower: Leadership Lessons from Dancing Guy: http://youtu.be/fW8amMCAIjQ

Required Podcast

Matt Flannery (AshokaU Online, summer 2012)
http://www.blogtalkradio.com/entrepreneurship-and-globalization/2012/06/06/defining-a-strategy-and-mobilizing-resources

Session 4: DESIGN THINKING exercise + individual meetings

Required Video and Exercises

Design Thinking for Innovation: Session 4
Design Thinking for Innovation: Session 5

NO CLASSROOM SESSION on February 14
**Session 5 (February 21). Identifying Opportunities**

**Required Reading**

*Unleash Your Inner Company* chapters 11-20


**Case:** Institute for OneWorld Health

**Required Videos**


**In class:** Lego innovation

**Session 6 (February 28). Lean Startup Methodology**

**Required Videos**


Roger Martin "The Big Lie of Strategic Planning": [https://hbr.org/2014/01/the-big-lie-of-strategic-planning/ar/1](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=i65PaoTIVKg](http://www.youtube.com/watch?v=i65PaoTIVKg)

Steli Efti Startup Istanbul (note: terrible language, but a message that will stick with you): [https://www.youtube.com/watch?v=HKt6EZOlf1E](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)

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

**Session 7 (March7). Venture Workshop: Lean Canvas**

**Focus Topic: Opportunity Creation**

Venture: [http://www.enstitute.org](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](http://www.nytimes.com/2013/05/05/business/enstitute-an-alternative-to-college-for-a-digital-elite.html?_r=0)

Venture: [https://freeformers.com](https://freeformers.com)


Supplementary Video

**In-class:** Lean canvas exercise

**SPRING BREAK** (March 14)

**Session 8** (March 21). 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](https://vimeo.com/141519995)

*Unleash Your Inner Company* chapters 21-26

**In-class:** Impact investing simulation

**Session 9** (March 28). Crowdsourcing, Crowdfunding, and Token Sales

*Required Readings*

[To be added]

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

**Session 10** (April 4). TBA based on class interests & opportunities

**Session 11** (April 11). TBA based on class interests & opportunities

*DUE: Concept video (MVP)*

**Session 12. In-person meetings**

NO IN-CLASS SESSION on April 18

**Session 13** (April 25). TBA based on class interests & opportunities

**Session 14** (May 5): Presentation of concept videos

**ANNEX: Supplementary/Optional Readings**

**Session 6 (February 25). Wiki entry or enhancement**

For guidance see


How to create a Wikipedia article: [http://www.youtube.com/watch?v=1CwiZIxaM7s](http://www.youtube.com/watch?v=1CwiZIxaM7s)

and or

How to edit a Wikipedia article: [http://www.youtube.com/watch?v=C7yXx3YbcNI](http://www.youtube.com/watch?v=C7yXx3YbcNI)