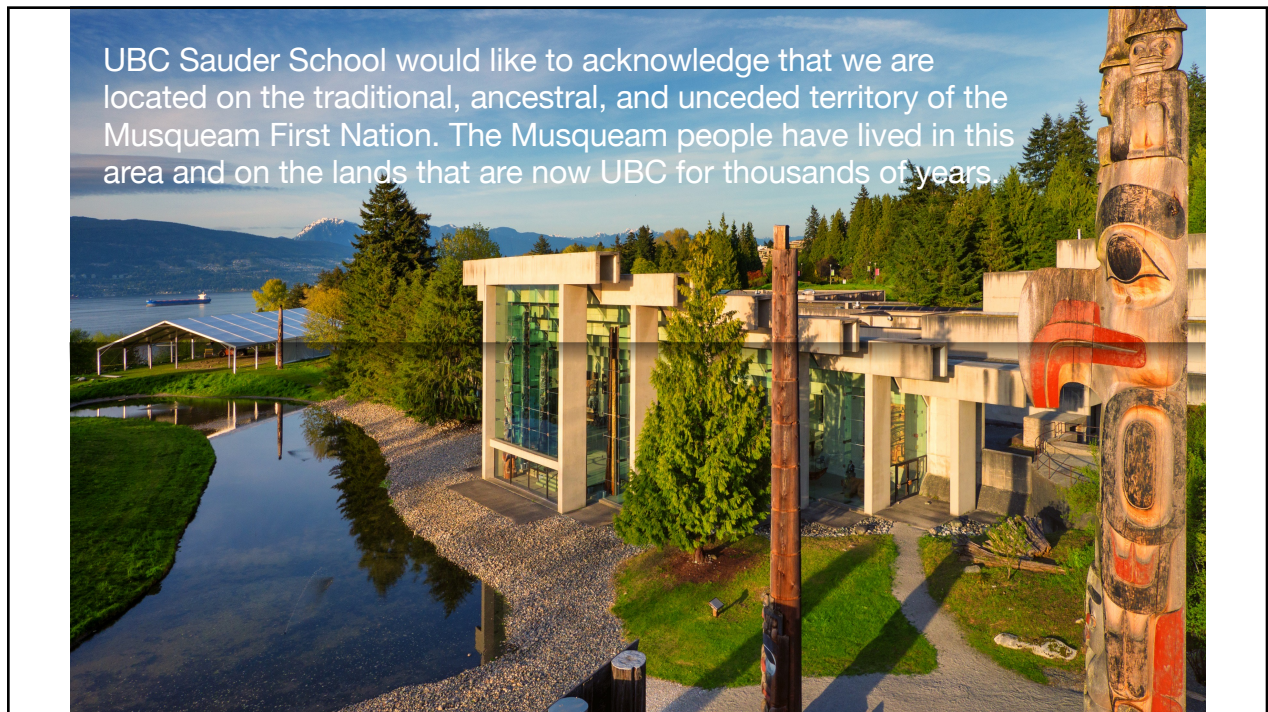




1



2

In 2014 Vancouver Mayor Robertson acknowledged, “the modern city of Vancouver was founded on the traditional territories of the Musqueam, Squamish and Tsleil-Waututh First Nations and that these territories were never ceded through treaty, war or surrender...”



3



We encourage you to visit UBC's Museum of Anthropology and learn about the important contributions the Musqueam and other First Nations peoples have made to the rich culture and history of British Columbia.

The Museum is free for UBC students, staff and faculty.

4

social entrepreneurship
what does it mean to you?

5



what is social
entrepreneurship?

6

*n., the activity of setting up a business, taking on
financial risks in hope of profit*

en.tre.pre.neur.ship

7

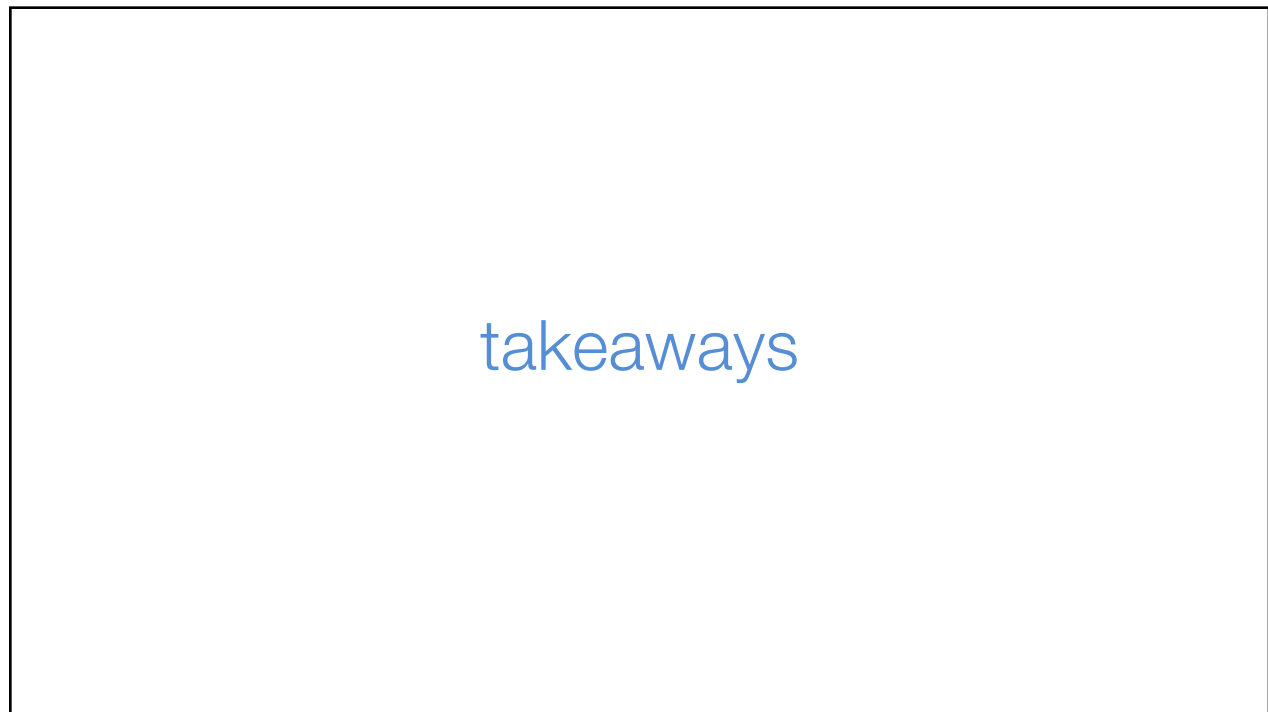
*n., using market-based principles to achieve a
social purpose*

so.cial en.tre.pre.neur.ship

8



9



10



Question Zero

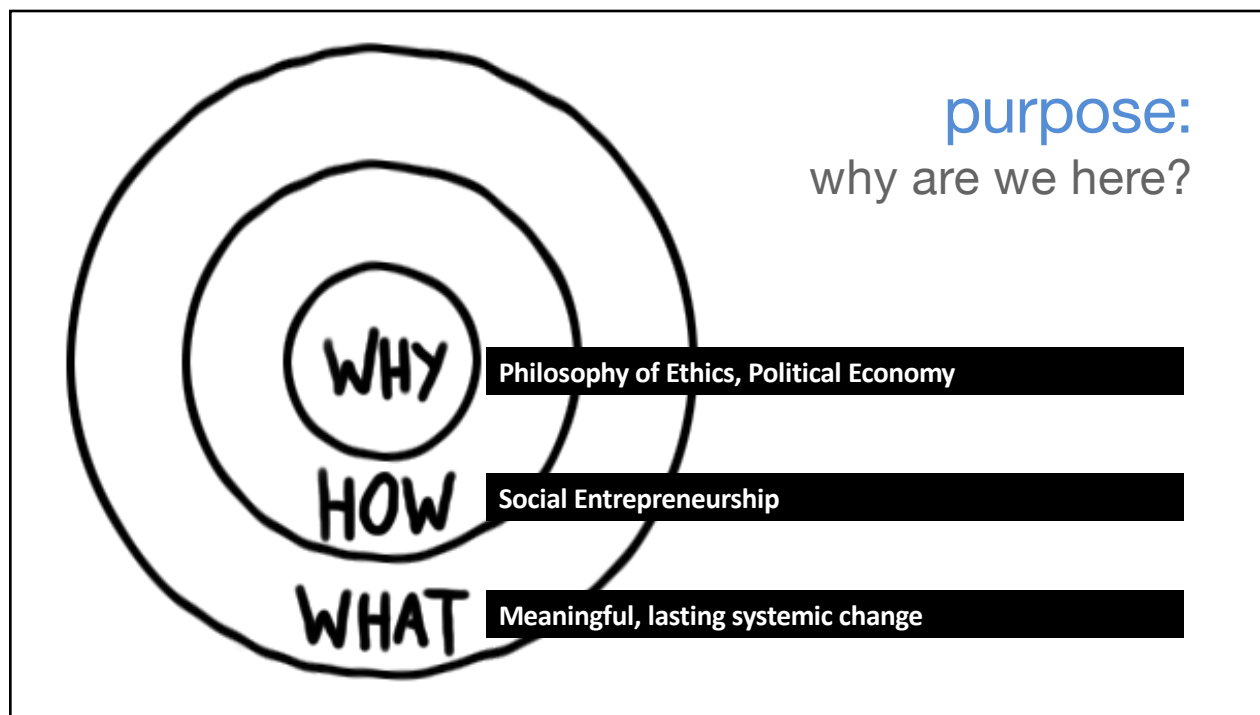
image source: Customer Service Life

11

what are you trying to
accomplish?

...
Herman Leonard, Harvard Business School

12



13



14



which **social
problem** would you
like to solve?

Image source: openculture.com

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key topics

1. Defining social problems and assessing opportunities
2. Business models
3. Funding + financial management
4. Critical analysis
5. Community engagement
6. Measuring impact, accountability
7. Blurred boundaries and partnerships
8. Scaling
9. Ethics, dilemmas

16



17

Intro Card
1. full name + preferred name (if different)
2. faculty + year
3. specialization
4. why are you here?
5. what do you hope to learn (from course, peers)?
6. how do you define “social entrepreneurship”?
7. what inspires you?

18

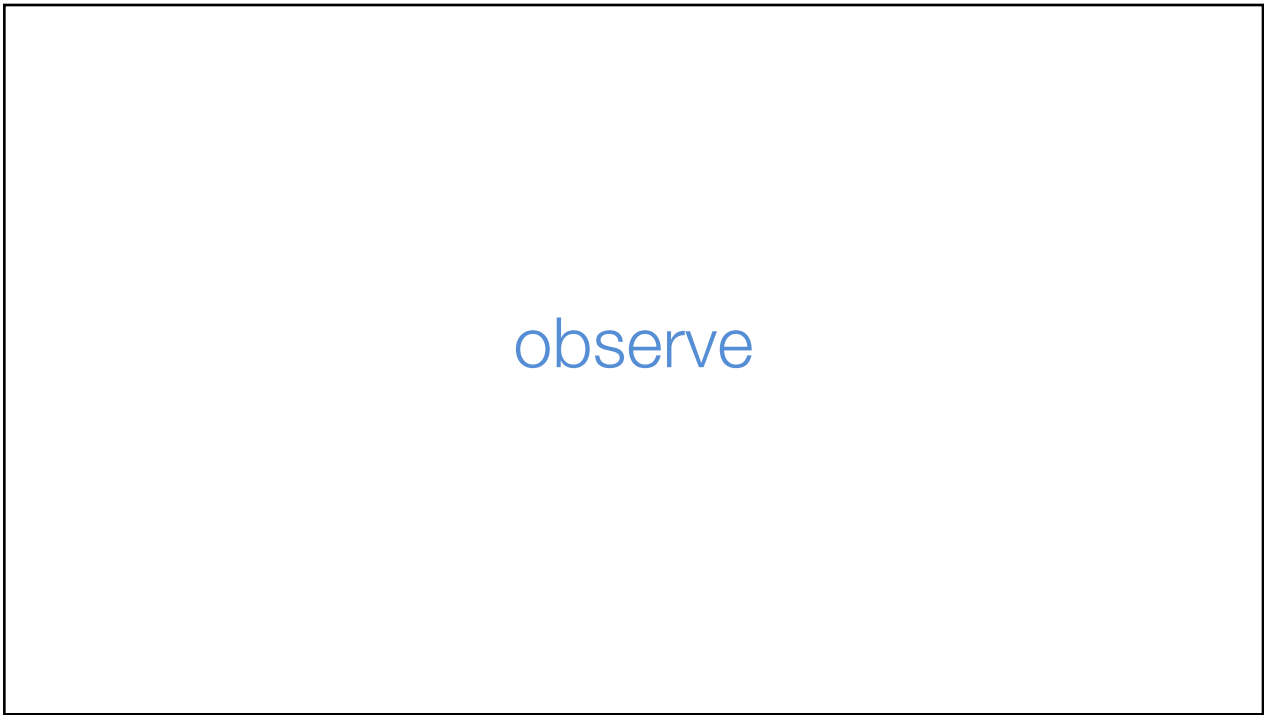
who's in the room?
who **we** are. who **you** are.

19

meet as many **people** as you can
listen.
find out what **inspires** them

3 rounds x 3 minutes each

20



21

UBC SAUDER

SCHOOL OF BUSINESS

COMM 485 SOCIAL ENTREPRENEURSHIP

Course Outline

COURSE INFORMATION

Course title: Social Entrepreneurship

Course code: COMM/COMR 485

Session and term: 2023W1

Section: 101

Course duration: September 6 – December 6

Division: Entrepreneurship & Innovation

Credits: 3

Class location: DLAM 009

Class times: Mon/Wed 9:30am -11:00am

Pre-requisites: n/a

Co-requisites: n/a

INSTRUCTOR INFORMATION

Instructor: Dharini Thiruchittampalam, MBA, MAIBC

Office hours: by appointment

Email: dharini.thiruchittampalam@sauder.ubc.ca

Teaching assist.: Lauren Tjoe

Office hours: by appointment

Email: tjoe@student.ubc.ca

COURSE DESCRIPTION

Social entrepreneurship is an innovative, growing, and rapidly evolving field in business that tackles social and environmental challenges using business principles and methods to build more inclusive systems.

Social entrepreneurs are distinctive in their focus on a social mission as the primary, driving force of their organization. Traditional business performance measures – such as growth and profit – are relevant and important to social entrepreneurs, but not as standalone outcomes; rather, the value of growth and profit is manifested in the organization's ability to achieve its social mission more quickly and effectively.

Social entrepreneurs see opportunity in the blurring of the traditionally separate roles of governments, non-governmental organizations, and companies. Social ventures can take a wide variety of forms ranging from non-profit to for-profit – and countless innovative hybrids in between.

COURSE FORMAT

COMM 485 is an applied course in which students will work with real social enterprises. Classes will utilize lectures, discussions, relevant readings, live cases, and field study (when possible) to explore the unique challenges faced by social entrepreneurs and the role they play in social innovation.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

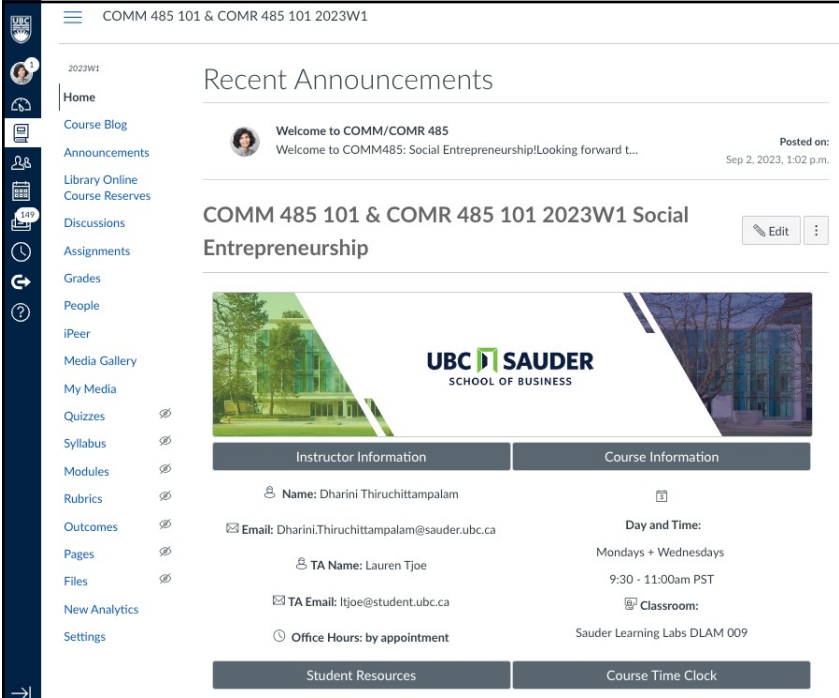
1. Explain the purpose and roles of social ventures, as well as the benefits to society provided through this form of entrepreneurship.
2. Define a social problem, demonstrating an understanding of the scope and parameters of the system that needs to be changed for the problem to be addressed.
3. Identify opportunities for innovation, collaboration, and new business development in response to evolving social and environmental issues.
4. Address unique funding and financial challenges facing social ventures.
5. Design appropriate methods to measure social impacts and ensure accountability.
6. Anticipate future developments and prospects in the field of social entrepreneurship.

COURSE OUTLINE

COMM 485 Section 101 1 September 2023

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COMM 485 101 & COMR 485 101 2023W1

2023W1

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Recent Announcements

Welcome to COMM/COMR 485

Welcome to COMM485: Social Entrepreneurship! Looking forward t...

Posted on: Sep 2, 2023, 1:02 p.m.

COMM 485 101 & COMR 485 101 2023W1 Social Entrepreneurship

UBC SAUDER SCHOOL OF BUSINESS

Instructor Information	Course Information
<p>Name: Dharini Thiruchittampalam</p> <p>Email: Dharini.Thiruchittampalam@sauder.ubc.ca</p> <p>TA Name: Lauren Tjoe</p> <p>TA Email: ltjoe@student.ubc.ca</p> <p>Office Hours: by appointment</p>	<p>Day and Time:</p> <p>Mondays + Wednesdays</p> <p>9:30 - 11:00am PST</p> <p>Classroom:</p> <p>Sauder Learning Labs DLAM 009</p>

Student Resources

Course Time Clock

CANVAS

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COMM 485 Social Entrepreneurship

Instructor: Dharini Thiruchittampalam

UBC SAUDER SCHOOL OF BUSINESS

Home Course Outline Class Materials Assignments Info & Resources Course Contacts

About Social Entrepreneurship

Social entrepreneurship is an innovative, growing, and rapidly evolving field in business that tackles social and environmental challenges through business perspectives and methods.

Social entrepreneurs are distinctive in their focus on a social mission as the primary, driving force of their organization. Traditional business performance measures – such as growth and profit – are relevant and important to social entrepreneurs, but not as standalone outcomes; rather, the value of growth and profit is manifested in the organization's ability to achieve its social mission more quickly and effectively.

Social entrepreneurs see opportunity in the blurring of the traditionally separate roles of governments, non-governmental organizations, and companies, and social ventures can take a wide variety of forms ranging from non-profit to for-profit – and countless innovative hybrids in between.

COMM 485 is an applied course in which students will work with a real social enterprise. Classes will utilize lectures, selected case studies, relevant readings, field study, and discussions to explore the unique challenges faced by social entrepreneurs.

Welcome to COMM485/COMR485 – Social Entrepreneurship. Classes will take place on Mondays & Wednesdays from 9:30-11:00am PST in the Sauder Learning Labs DLAM 009.

COURSE BLOG

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		individual / partner	team
prep:	Pre-assessments	10%	
assignment 1:	Social Problem Situational Analysis	20%	
assignment 2:	Selected Case Study + Presentation		15%
assignment 3:	Applied Social Enterprise Project		30%
assignment 4:	Reflection Paper	10%	
Participation*:	Participation + Engagement	15%	
total		55%	45%

ASSESSMENT

25

<p>*Participation + Engagement ~ <i>Participation "Portfolio"</i></p> <p>1: in class speaking (synchronous)</p> <p>2: discussion boards (asynchronous) ~ 1 week</p> <hr/>	
<p style="text-align: right;">PARTICIPATION</p>	



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		due	present
prep:	Pre-assessments	ongoing	
contribution:	In-class Participation + Engagement	ongoing	
assignment 1:	Social Problem Situational Analysis	oct 1	
assignment 2:	Selected Case Study + Presentation	oct 23	oct 23 - oct 30
assignment 3:	Applied Social Enterprise Project	nov 28	nov 29* + dec 4*
assignment 4:	Reflection Paper	dec 8	

note* clients attend

DATES

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 <p>Image source: thengojourney.blogspot</p>	<div><div>respect</div><div>sensitivity</div><div>punctual attendance</div><div>lids down</div><div>phones away</div><div>engaged participation</div></div> <div>EXPECTATIONS</div>
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- 01 class prep ~ review, complete class prep
(instructions on course blog, via Canvas)
- 02 pre-assessments ~ due by 9am on day of class
- 03 sharing ~ new articles, resources, inspiration

NEXT CLASS



Image source: imgarcade.com

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