

An aerial photograph of a river delta, showing a complex network of water channels branching out from a central point, resembling a tree. The water is a deep blue-green color, and the surrounding land is a light, sandy brown. The overall shape of the delta is roughly triangular, with the river entering from the top and branching out towards the bottom. The branching pattern is very intricate, with many small, narrow channels and larger, more prominent ones. The background is a pale, hazy blue, suggesting a distant horizon or a body of water.

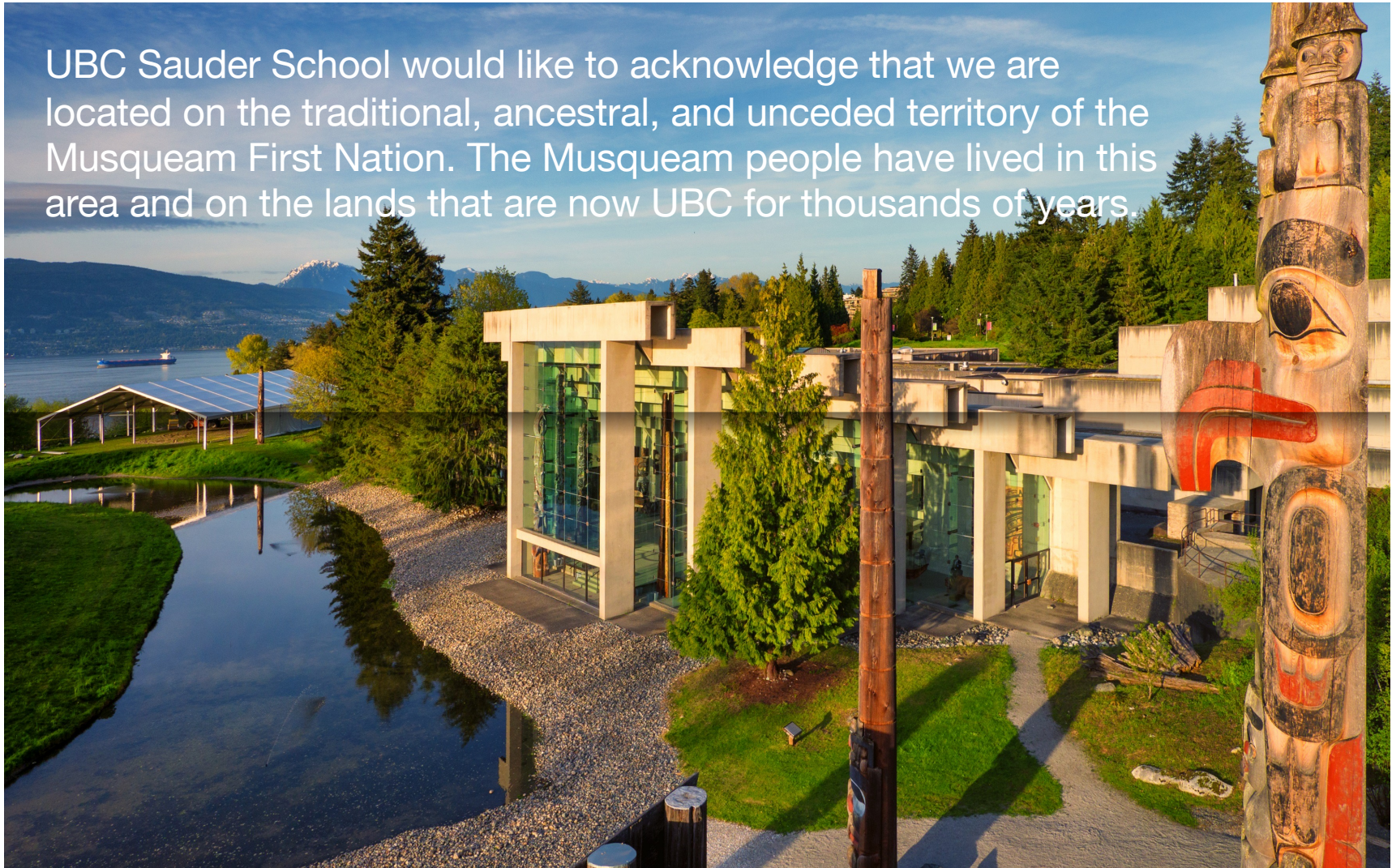
COMM 485

Social Entrepreneurship

Dharini Thiruchittampalam
September 7, 2022

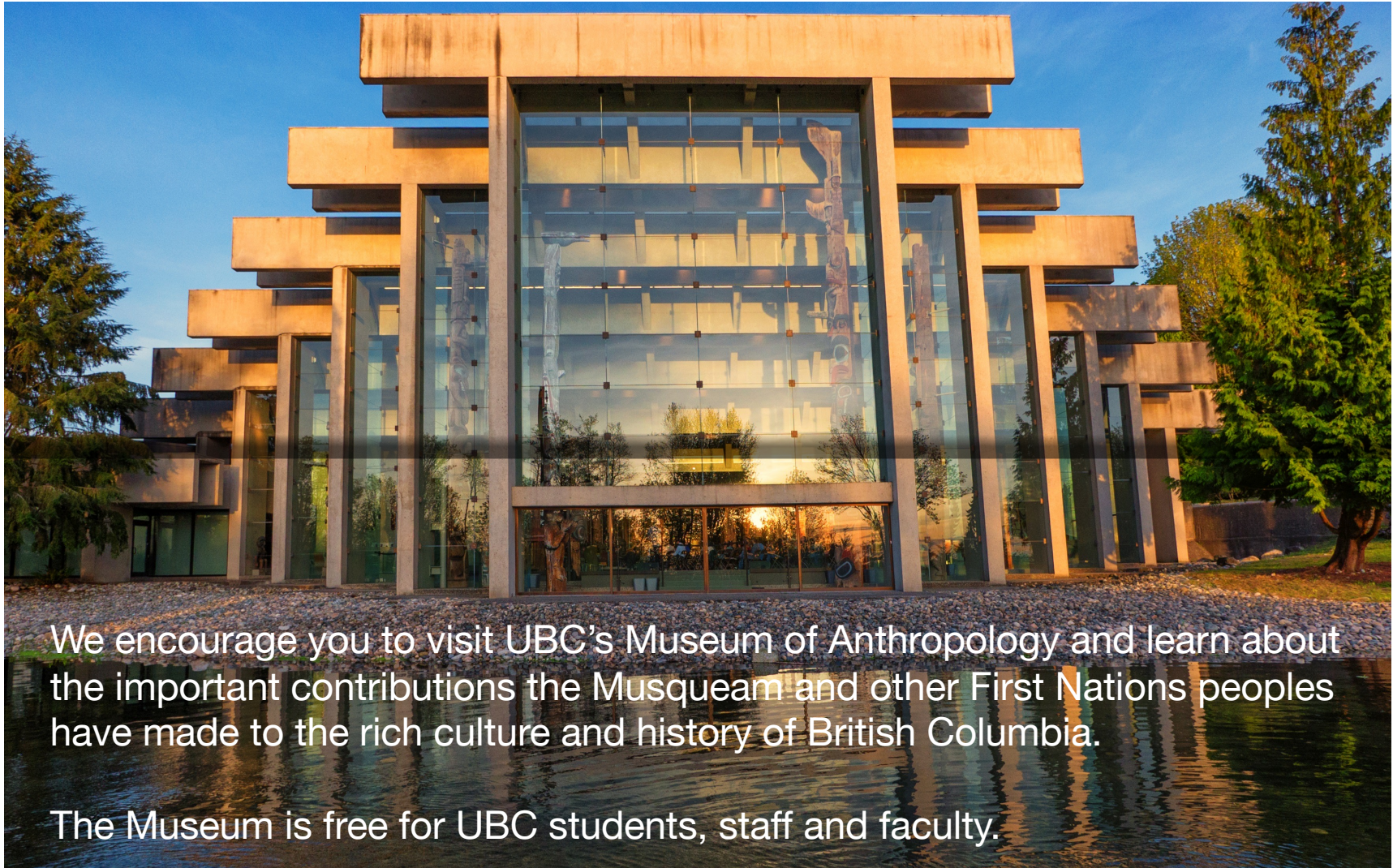
image source: Edward Burtynsky

UBC Sauder School would like to acknowledge that we are located on the traditional, ancestral, and unceded territory of the Musqueam First Nation. The Musqueam people have lived in this area and on the lands that are now UBC for thousands of years.



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...”*





social entrepreneurship
what does it mean to you?



what is social
entrepreneurship?

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

en.tre.pre.neur.ship

n., using market-based principles to achieve a
so.cial en.tre.pre.neur.ship
social purpose

It all started with a \$27 bet.

https://www.youtube.com/watch?v=jk5LI_WcosQ

▶ ▶| 🔊 0:06 / 9:03



takeaways



Question Zero

image source: Customer Service Life

what are you trying to
accomplish?

Herman Leonard, Harvard Business School

purpose:

why are we here?

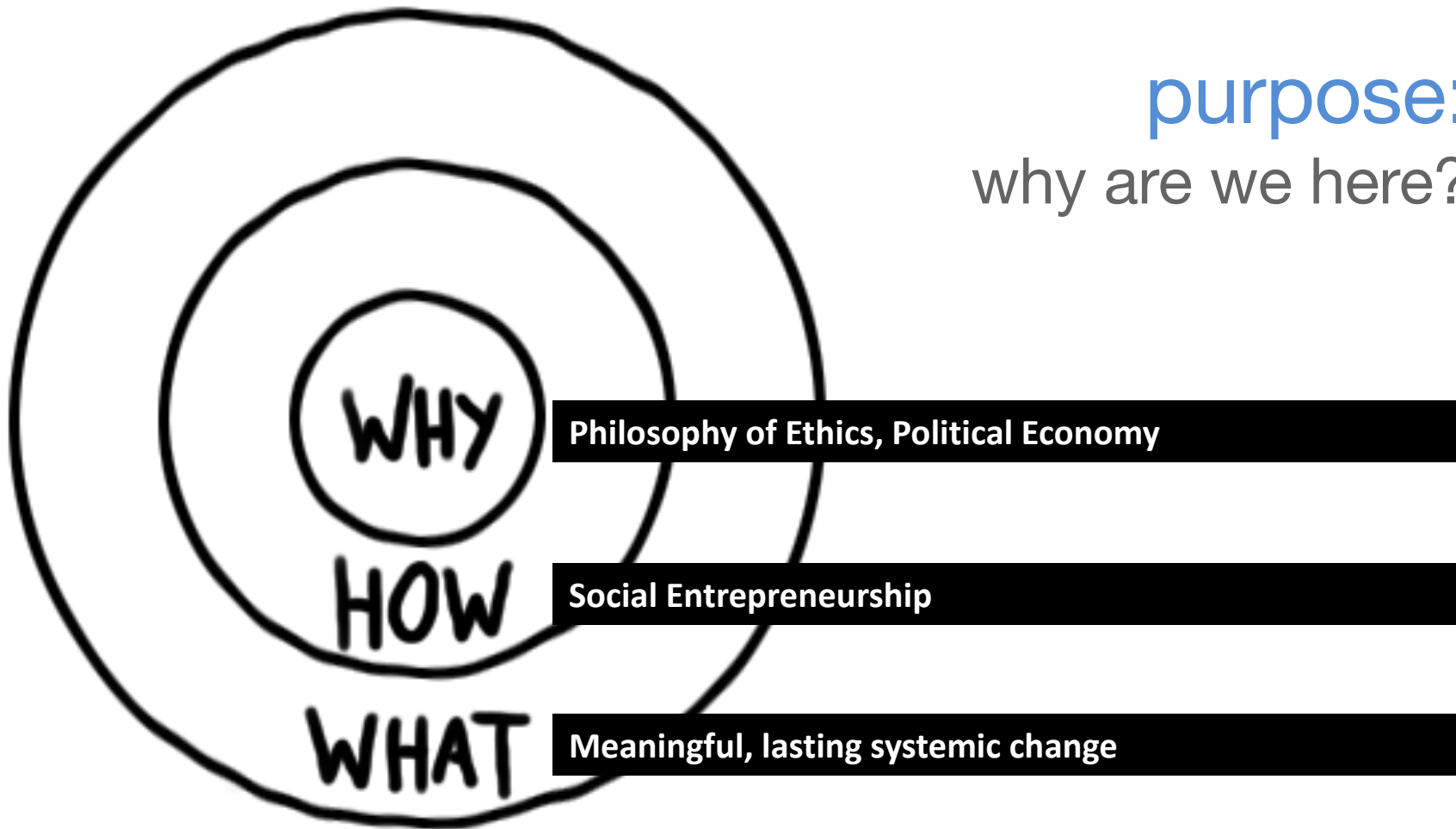




Image source: Aaron Diaz, Dresdencodak.com

DRESDENCODAK.COM



SUSTAINABLE DEVELOPMENT GOALS



<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>



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

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

check in

WHY ARE YOU HERE AND NOT SOMEWHERE ELSE

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?

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

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

3 rounds x 3 minutes each

observe

Hi I'm Lauren and I'll be your TA this term!

- I am a fourth year Finance student completing my concentration in Social Impact and Sustainability
- I am currently in Toronto completing a co-op term at Canada Pension Plan
- I am the co-founder of Common Thread - a chemical textile recycling start-up
- I am the co-president of the UBC Young Women in Business Club
- Outside of the classroom I am an avid baker, motorsport fan, and am learning to speak Swedish
- I look forward to working with you this term!





Dharini Thiruchittampalam

design + business + public policy

industry

architecture, online startup

public sector

federal government, First Nations, municipal

academia

Sauder (*d.studio*, Social Entrepreneurship, Sustainability Marketing, MMDD) SALA, Arts

international

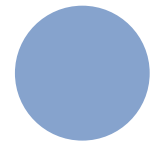
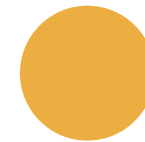
Canada, Sri Lanka, UK, Ghana, Netherlands, Australia + 30 countries

professional

strategic design, social ventures, architecture, sustainability + innovation, entrepreneurship

personal

family, evolving roles, new perspectives, art



COURSE INFORMATION

Course title:	Social Entrepreneurship	Credits:	3
Course code:	COMM/COMR 485	Class location:	DLAM 009
Session and term:	2022W1	Class times:	Mon/Wed 10am -11:30am
Section:	101	Pre-requisites:	n/a
Course duration:	September 7 – December 7	Co-requisites:	n/a
Division:	Entrepreneurship & Innovation		

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: ltjoe@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



2022W1

Home

Announcements

Course Blog

Library Online
Course Reserves

Discussions

Assignments

Grades

People

Quizzes

Syllabus

Modules

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Outcomes

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Recent Announcements



Welcome to COMM 485: Social Entrepreneurship

Welcome to COMM485: Social Entrepreneurship.I look forward to ...

Posted on:

COMM 485 101 & COMR 485 101 2022W1 Social Entrepreneurship

Edit



Instructor Information

Course Information

Name: Dharini Thiruchittampalam

Email: Dharini.Thiruchittampalam@sauder.ubc.ca



TA Name: Lauren Tjoe

TA Email: ltjoe@student.ubc.ca

Office Hours: by appointment

Day and Time:

Mondays + Wednesdays

10:00 - 11:30am PST

Classroom:

Sauder Learning Labs DLAM 009

Student Resources

Course Time Clock

[CLC Online: Learning Skills Support](#)

[UBC Keep Learning](#)

[Technical Support Centre](#)

[Academic Integrity](#)

[Academic Concessions](#)

Pacific Standard Time
(Vancouver, Canada)

Mon, 5. Sept 2022

01:10 p.m.

Elder Welcome & Land Acknowledgement

CANVAS



COMM 485 Social Entrepreneurship

Instructor: Dharini Thiruchittampalam



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 10-11:30am PST in the Sauder Learning Labs DLAM 009.

[Edit](#)

COURSE BLOG



		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

*Participation + Engagement ~
Participation “Portfolio”

- 1: in class speaking (synchronous)
 - 2: discussion boards (asynchronous) ~ 1 week
-

PARTICIPATION



		due	present
prep:	Pre-assessments	ongoing	
contribution:	In-class Participation + Engagement	ongoing	
assignment 1:	Social Problem Situational Analysis	Oct 2	
assignment 2:	Selected Case Study + Presentation	Oct 23	Oct 24 - Oct 31
assignment 3:	Applied Social Enterprise Project	Nov 29	Nov 30 + Dec 5*
assignment 4:	Reflection Paper	Dec 9	

note* clients attend

DATES



Image source: thengojourney.blogspot

respect

sensitivity

punctual attendance

lids down

phones away

engaged participation

EXPECTATIONS

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

“what we have before us are some breathtaking opportunities disguised as insoluble problems.”

John Gardner, 1965

never stop seeing opportunity...

...there is possibility everywhere.