**SOCW 4900**

**Directed Studies Worksheet**

Student Name: Jami Crego

Student Number: \_T00015124

Course type: Field \_\_\_\_\_\_\_ Research \_\_\_X\_\_\_\_

 Practice \_\_\_\_\_\_\_

 Theory \_\_\_\_\_\_\_

 Policy \_\_\_\_\_\_\_

**Topic Title:** Social Entrepreneurship

**What is the main question you would like to have answered by constructing and completing this course? This may be useful for a final paper or project in the course.**

 a. How to take an idea for either a business or social service and turn it into an operable organization that can generate its funding to cover operational costs and create profit but also contributes to the betterment of society and allows more inclusive access to services.

b. The necessity of including business skills to generate revenue in social services, despite the two being kept separate historically.

**What are the sub-questions you have also? These may be useful for smaller assignments that may contribute to the final project or paper.**

 What legal and financial considerations are specific to social entrepreneurship/enterprises?

-How to select the correct business model?

-Different structures/forms for social entrepreneurship/enterprise; ways to use a business model to push social justice and social change.

-using social work values during market research and business planning to meet the needs of marginalized people or enable their access to goods/services produced.

-Identifying numerous ways to find funding for the project and produce enough revenue to become self-sustaining (while remaining ethical!).

**Course Description**:

 **"Social entrepreneurship at its core is about upsetting the status quo, and as such, it aligns with social work's fundamental values about social justice and systems change," - Marijo Upshaw, Adjunct Faculty at the School of Social Work and the Mike Ilitch School of Business.**

The focus of this course is to provide an understanding and application skills for integrating social innovation and social enterprise to bring social change and justice. The course's different modules help students understand the difference between social entrepreneurship and creating a business that serves capitalist values. This course introduces definitions, models, and other concepts essential to understanding the growing need to combine social services with a business model to ensure their ability to provide services in the future and enable social change.

This course focuses not on theory alone but on encouraging critical and creative thinking and developing skills to design an autonomous social service.

The hope is that the participant will complete the course with the confidence and fundamentals to conduct their market research to test ideas for social entrepreneurship, evaluate their idea for viability, write a convincing business plan, and locate various funding sources to make their dream a reality. As independence, adaptability, and creative thinking are characteristics essential to entrepreneurs, the participant is primarily left to seek out the information they need to complete the tasks on their own, with supervisor feedback to provide an objective perspective, connection to reality (sometimes forgotten by dreamy entrepreneurs), poke holes into ‘foolproof plans,’ and guidance that they can apply to future endeavors.

**Learning objectives:**

1. \_Explain the value of entrepreneurship in social work and its necessity in continuing to supply social services

2. Apply Market research skills in determining needs, resources, and potential sources of funding for social entrepreneurship

3. Adherence to social work values, ethics, and objective to improve society and help marginalized groups, during business construction, implementation, and continuation.

4. Understand and use implementation of science framework to put a plan into action

5. Be able to conduct market research to assess community social service needs and develop a business plan for a beneficial social entrepreneurship/enterprise.

**Major content areas**:

1.Background information and key concepts

2. Ethical and practical responsibilities for social entrepreneurship; ideal personal characteristics of entrepreneurs

3. Balance the need to generate a profit with furthering a social justice goal; merging social work ethics and values with a business model

4. Different frameworks, models, and perspectives relevant to social entrepreneurship//enterprise, and their possible applications

5. Identifying need, resources; logistical and pragmatic concerns; funding and finances; creating a business plan for social entrepreneurship/enterprise

**Resources: (to start… will be reading much more!)**

1. Barreiro, T. D., & Stone, M. M. (2013). Social Entrepreneurship: From Issue to Viable Plan (First edition.). Business Expert Press.
2. Bornstein, D., & Davis, S. (2010). Social Entrepreneurship: what everyone needs to know. Oxford University Press.
3. Canadian Social Entrepreneurship Foundation (2023). Csef.ca. https://www.csef.ca/
4. Germak, A. & Singh, K. (2009) Social Entrepreneurship: Changing the Way Social Workers Do Business. Administration in Social Work, 34(1): pp. 79-95. Routledge. https://www.tandfonline.com/doi/full/10.1080/03643100903432974
5. Guo, C., & Bielefeld, W. (2014). Social Entrepreneurship: an evidence-based approach to creating social value. Jossey-Bass & Pfeiffer Imprints, Wiley.
6. Hung, C., & Wang, L. (2021). Institutional Constraints, Market Competition, and Revenue Strategies: Evidence from Canadian Social Enterprises. Voluntas: International Journal of Voluntary & Nonprofit Organizations, 32(1). Pp. 165–177. https://doi.org/10.1007/s11266-020-00300-y
7. Nandan, M. & Scott, P. (July 1st, 2013). Social Entrepreneurship and Social Work: the need for a transdisciplinary model. Administration in Social Work. 37(3): pp. 257-271. Routledge. https://www.tandfonline.com/doi/full/10.1080/03643107.2012.684428
8. Nandan, M., London, M., & Bent-Goodly, T. (Jan. 01, 2015). Social Workers as Social Change Agents, Social Innovation, Social Intrapreneurship, and Social Entrepreneurship. Human Service Organizations: Management, Leadership, & Governance. 39(1). Pp.38-56. Routledge. https://www.tandfonline.com/doi/full/10.1080/23303131.2014.955236
9. Nicholls, A. (2006). Social entrepreneurship: new models of sustainable social change. Oxford University Press.
10. Quarter, J., Ryan, S., & Chan, A. (Eds.). (2015). Social purpose Enterprises: case studies for social change. University of Toronto Press.

**Description of assignments (include all requirements such as type, length, due date, value, and evaluation criteria):**

**1 & 2.** Literature Research Project: Research past and current use of social entrepreneurship in enabling social services. Address the need to incorporate business structure into 21st century social services, and in what contexts business models could be used. Provide the legal and professional definitions and differentiation between a social enterprise versus a social entrepreneurship and the components of each; provide at least two examples of both successful social enterprises and social entrepreneurships and critically examine their structure, impact, and qualifications to be legally categorized as a social justice servicing pursuit. List what features must be present to qualify as a social venture and different ways to produce social change and benefit with a social entrepreneurship/enterprise. Research how to create a social entrepreneurship/enterprise that adheres to social work values while following a business model. Research and list the numerous ways to find funding for social ventures, generate income, potential sources for grants and business loans, collaborating or combining with existing businesses, and ways to provide services that are affordable (or free) for service users while covering operational costs and generating profit to continue to grow and develop the business. Identify frameworks that could be used to guide and implement the business. Think of this project as a “Social Entrepreneurship/enterprise for Dummies” guide: without writing an entire book, it is not possible to include everything… but this project should be able to explain enough that the reader would have the foundations for designing their own social entrepreneurship/enterprise and a clear understanding of the concepts.

\*This project is being divided into two parts due to its length: one part focuses on theories, frameworks, values, background, legal definitions, and considerations, and uses. The second part would focus on design and implementation.

 Part One: due January 30th, 2024; 12-15 pages

 Part Two: due February 20th, 2024; 12-15 pages

3. Final project: business plan mock write-up. Applies feedback from business proposals and market research, focuses more on the logistics of running a business and its viability, examines costs required to start and run, justifies the reason for expenses, and identifies funding sources. Provide the rationale behind the business idea and your qualifications. Identify assets within the community that could help sustain the business. In an appendix, attach a list of grants found that pertain to the company and could be applied for (if this was a real business plan… not going to use for them during this course. The purpose is to get experience searching for grants applicable to your idea and compare requirements to qualify for contributions to your business plan).

-Include implementation plan, following implantation science framework

\*Include scholarly articles and research supporting evidence of need for service and possible impacts based on what is known

-Can include other sources (interviews, newspaper articles, local forums, etc.) as well for market research specific to that community, especially if there is a paucity of scholarly research or articles related to that exact idea).

Dates:

 Draft: Due March 24th, 2024.

 Editted final copy: Due April 15th, 2024 Length: approx. 20-25 pages

**Grading Criteria**

-All assignments need proper citations- they are academic papers and must be formatted accordingly. Projects must demonstrate the student’s understanding of the course learning objectives and show they have met learning outcomes.

-Multiple academic sources including reports, books, and journals have been used.

-Some non-academic sources can be used, but limited use, and analyze information critically.

-Student shows a clear understanding of concepts and provides different perspectives.

-The paper is well organized; the reader has a clear understanding of the subject after reading it and would have enough information from assignments one and two that they would be able to come up with a reasonable proposal themselves for a social entrepreneurship/enterprise if they chose to do so.

-The student can reflect critically on real life examples and connect them to theories and frameworks.

-Seek out up-to-date information for market research, but older data could be used to highlight a trend (or change) if still relevant.

-The student has a well-thought-out, realistic business plan/proposal that does not need to reinvent the wheel but must show some creativity.

-The business created must meet a need that a social service would address.

-Student has found at least two funding sources for their project.

**Supervision schedule (dates and length of meeting):**

 Bi-weekly meets, total of 6-7. The exact dates have yet to be determined due to changing schedules. Approx. 45 minutes allotted per session, max. depending on focus and need. Feedback for assignments will also be discussed in the meetings.

**Start date:** \_\_\_January 4th, 2024\_\_\_\_\_\_\_\_\_

**Completion date**: April 25th, 2024