

## A Proposed Major in Social Entrepreneurship

### **Description:**

A major in Social Entrepreneurship teaches students to think critically and creatively, identifying innovative opportunities that solve social problems. It utilizes entrepreneurial principles to organize, create, and manage purpose-driven ventures that create a positive change for society. Social Entrepreneurs are self-motivated individuals that strive toward the risk-tolerant pursuit of an articulated mission.

### **Focus:**

The Social Entrepreneurship major teaches students to create broad societal change beyond the corporate and governmental sectors. Its focus is to prepare individuals to use creative thinking to solve problems without the reliance on institutions. No major at JCU currently provides the all-around preparation for a career in Social Entrepreneurship. Majors that address social problems like Sociology and Political Science focus on the institutional perspective and lack a focus on program innovation. Majors within the Boler School of Business on the other hand, do not have an in-depth approach to social issues and rely on profit-driven results.

The topic is very relevant to the mission of the university that “inspires individuals to excel in learning, leadership, and service in the region and in the world.” It is also supportive of the culture of John Carroll which has a dedication to service and a mission-driven purpose within academics as well as extracurricular activities.

Education for Social Entrepreneurship has also grown in recent years. Programs exist at Duke University, New York University, University of Texas, and Belmont University to name just a few. The introduction of the new Entrepreneurship minor at John Carroll also provides the opportunity to support this field of study.

A major in Social Entrepreneurship allows an interdisciplinary approach to the topic by including a broad range of classes from different departments and different ways of thinking.

### **Goals:**

(Adapted from the Key Goals of the major in Social Entrepreneurship at Belmont University, <http://www.belmont.edu/se/keygoals.html>, accessed 11/15/10)

**Ethics and Values** – to understand basic ethical principles for business and for working in community, demonstrate the ability to integrate values into all processes, and be responsibly engaged with communities.

**The Social Entrepreneurial Skill Set**—using sophisticated written and oral communication skills and critical thinking skills developed in general education, and able to demonstrate competence in each of the following skills essential to entrepreneurship:

1. Opportunity assessment
2. Team building, leadership
3. Negotiation skills

4. Use of basic business skills to further social goals: organization, resource development, planning, growth, management, and economic

**Cultural, Political, and Social Understanding**—to acquire an understanding of social, political, and cultural frameworks, demonstrate the ability to apply this knowledge to the assessment of issues and problems, and use this knowledge in making responsible judgments about issues and problems.

**Project Planning**—expectations to develop a full understanding of how to create and utilize a project plan that includes sustainability.

**Managing and Sustaining an Entrepreneurial Initiative**—to learn the unique set of skills necessary to guide a project through periods of both growth and decline.

### **Course Explanation**

The undergraduate major of Social Entrepreneurship will be under the John Carroll University College of Arts and Science. It is designed through the Honors Program, and a faculty member from the Department of Sociology and Criminology will serve as the advisor. The major consists of 49 credits and includes classes from ten different academic departments and programs.

The course list was modeled after the undergraduate major in Social Entrepreneurship at Belmont University (ibid) which consists of a 45 credit B. A. or B. S. degree that utilizes the liberal arts framework but combines entrepreneurship courses within thematic tracks. The major proposed replicates the Contemporary Social Issues Track with a focus on social justice.

A series of introductory classes, although not counted for credit within the major, were a preparation for the more advanced classes. These classes provided a historical, sociological and political foundation to understand how society operates. They are as follows:

- SC 101 Introductory Sociology (Honors) (3 credits)
- HS 212 History of the United States (Reconstruction to Present) (3 credits)
- PO 101 American Politics (3 credits)

Courses for the proposed major are divided into three categories: Social Issues Analysis, Entrepreneurship, and Experiential Learning.

**Social Issues Analysis**—explores a variety of social issues including race, environmental decay, poverty, post-war reconstruction, classism, oppression, etc. It discusses the role government, NGOs and citizens play in the process of social change. The process of making change is discussed as well as its evaluation.

**Entrepreneurship**—provides an understanding of business and nonprofit ventures and how they operate within a free market. Emphasis is given on purpose driven change and project sustainability.

**Experiential Learning**—takes the ideas from the courses and applies them in the real world through a hands-on approach to gain practical insights of the field.

## **Courses**

### **Social Issues Analysis**

- RL 399B The Struggle for Justice in El Salvador (3 credits)
- HP 101 Honors Colloquium: Science, Race, and History (3 credits)
- SC 330 Social Stratification (3 credits)
- CH 103 Environmental Chemistry with Lab (4 credits)
- PL 289 Social and Political Philosophy (3 credits)
- PO 397 Crisis Mapping, Politics and New Media (3 credits)\*
- PO 300 Political Science Research Methods (3 credits)

### **Entrepreneurship**

- ER 101 Creativity, Invention, and Innovation (1 credit)
- ER 102 Idea Development (2 credits)
- ER 203 Introduction to Entrepreneurship (3 credits)
- ER 304 Social Entrepreneurship (3 credits)\*
- MK 301 Marketing Principles (3 credits)
- PL 311 Business Ethics (Honors) (3 credits)
- PO 399 Audit of NP 540 Grant Writing and Fund Raising for Nonprofits (3 credits)
- AC 498 Audit of AC 572 Accounting for Nonprofit Organizations (3 credits)\*

### **Experiential Learning**

- (PL 101) Service Learning (0 credits)
- PO 390C AmeriCorps CRC Internship with Boys Hope Girls Hope (3 credits)\*
- PO 403 Senior Capstone Project in Crisis Mapping (3 credits)\*

\*Will complete spring semester 2011