




# Business Administration

Course Number:	<b>BUAD 309</b>
Course Title:	<b>SOCIAL ENTREPRENEURSHIP</b>
Credits:	3
Calendar Description:	Organizations that focus their product or service on sustaining and developing their communities are increasing in number. These organizations can take the form of non-profits, co-operatives and social enterprise businesses. This course takes a very hands-on approach to understanding and learning about the challenges that these organizations face. Through a service learning approach, class seminars and guest speakers, students will explore topics such as challenges in the non-profit sector, volunteer management, social entrepreneurship, corporate social responsibility, corporate philanthropy, and ethics. Students will be required to complete an applied community (service learning) project as a major component of the course.
Semester and Year:	<b>WINTER 2023</b>
Prerequisite(s):	Minimum third-year standing, 6 credits CMNS or ENGL or 3 of each
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	No
Hours per week:	3
Graduation Requirement:	Elective – BBA Management option
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	Students with credit for BUAD 339 will require permission of the department before taking this course.
Originally Developed:	September 2008
EDCO Approval:	September 2009
Chair's Approval:	

**Professors**

Name	Phone number	Office	Email
Dr. Kyleen Myrah <i>Course Captain</i>	250-762-5445 ext. 4678	E221	kmyrah@okanagan.bc.ca

**Learning Outcomes**

Upon completion of this course students will be able to

- demonstrate learning beyond the classroom and into the community by completing a service-based project that seeks to foster civic values and engagement.
- develop skills and values associated with teamwork, community involvement and citizenship through working with a client and in group activities.
- analyze complex problems in multifaceted settings by completing a service based project.
- showcase decision-making strategies which incorporate perspectives of external stakeholders and business ethics through working with organizations and clients on real life projects and issues.
- apply critical thinking skills through the process of course readings, group facilitation, client interaction and project completion.
- discuss the meaning of civic participation by the learner, and the effects on themselves and their community through reflection activities in journals, class discussions and course assignments.

**Course Objectives**

This course will cover the following content:

- Volunteer management
- Service learning
- Non-profit and charitable sector
- Corporate social responsibility
- Social enterprise
- Social entrepreneurship
- Ethics and values

**Evaluation Procedure**

Service Project(1)	
<u>Group Components</u>	
Service Project Proposal.....	5%
Service Project Portfolio.....	15%
Midway Presentations.....	4%
Service Project Presentation.....	8%
<b>Total Group Component:.....</b>	<b>32%</b>
<u>Individual Components</u>	
Peer feedback.....	3%
Group performance evaluation.....	5%
<b>Total Individual Component:.....</b>	<b>8%</b>
Total Service Project:.....	40%
In-class assignments(2).....	10%
Course Exam(3).....	30%
Online Journal(4).....	20%
<b>Total.....</b>	<b>100%</b>

**Notes:**

(1) The “Service Project” will be completed in small teams (approx. 4 students/team). Projects will be posted in Moodle and presented by the community partner early in the semester. See assignment details on Moodle.

(2) There are two in-class assignments. These are individually based and worth 5% each. See professor for details.

(3) The course exam will cover the course readings, class discussions and learning activities throughout the semester. This will be an online moodle exam that will occur in the final exam period and **will require access to a computer to write the exam in class**. See professor and course schedule for additional details and exam format.

(4) Journal format requires 4 in-depth journal entries throughout the course covering specific materials and activities. See assignment details on Moodle

Late submissions will have a **20% penalty deduction per day, for a maximum of 5 days** (assignments will not accepted after this point unless there are exceptional circumstances which are to be discussed directly with your professor).

**Required Texts/Resources**

A series of weekly readings, cases, and learning activities (such as videos, blogs) – see course schedule on the next page. All of the materials are open access and at no cost to students.

You can access the link to the readings and all other course materials in Moodle.

## Course Schedule – Kelowna

2023 Week of		Readings can be accessed through Moodle	<b>Bold</b> indicates assignment due
Date		Topic & Readings	Tasks/Format
Week One	Jan 9-13	<b>Introduction to Social Entrepreneurship Course Overview</b> <b>Introduction to Service Learning</b> <u>Reading</u> (Dees, 2001) <u>Reading</u> (Godfrey, Illes & Berry, 2005)	Review of Course Topic, Format, & Assessments 11am-12:00pm individual class 12:00-1:50pm joint class
Week Two	Jan 16-20	Client Presentations	Review project outline forms 11am-1:50pm joint class <b>Journal Submission 1 Due</b>
Week Three	Jan 23-27	<b>Research Ethics -- focusing on data collection techniques and how the method chosen influences what you find</b> <u>Reading</u> : Research Ethics -see assignment	Project/Team Selection <b>Research Ethics Individual Assignment</b> 11:00am-1:50pm joint class
Week Four	Jan 30 – Feb 3	<b>Service Learning Continued</b> <b>Non-profit Social Enterprise in Practice</b> <u>Reading</u> : (Papamarcos, 2005) <u>Reading</u> : Volunteer Canada (2012) <u>Reading</u> : Mission Possible Case Chapters 1 & 2 (Myrah & Rempel, 2017)	11:00am-12:15pm joint class 12:15pm-1:50pm individual class
Week Five	Feb 6-10	<b>Non-profit Social Enterprise in Practice Cont'd</b> <u>Reading</u> : Mission Possible Case Chapters 3-5 (Myrah & Rempel, 2017) <u>Reading</u> : Howard Industries Case (Myrah, Rempel & Warner, 2017)	11:00am-12:50pm individual class <b>Proposal due Feb 8</b>
Week Six	Feb 13-17	<b>Creation of Moral Panics</b> -- how do things come to be defined as social problems that need to be rectified and then how are solutions identified, proposed and taken up? (MM to lead) <u>Reading</u> (Walsh, 2020)	11:00am-1:50pm joint class <b>Journal Submission 2 due</b> <b>Peer Feedback</b>
Week Seven	Feb 20-24	Statutory Holiday + Mid-semester Study Break	No classes
Week Eight	Feb 27 – Mar 3	<b>Introduction to Social Entrepreneurship Models</b> <u>Reading</u> : Aisle Case Study (Ballesteros-Sola, Myrah, Rempel & Raible, 2022) <u>Reading</u> : Impact Business Model Canvas (2019)	11:00am-12:30pm joint class 12:30-1:50pm individual class <b>Business Model Canvas individual assignment</b>
Week Nine	Mar 6-10	<b>Midway Presentations</b>	<b>See professor for schedule</b>
Week Ten	Mar 13-17	<b>Social Entrepreneurship Models Continued</b> <u>Reading</u> : Blender Canvas (Blog article, Viani, 2018)	11:00am-1:50pm individual class <b>Journal Submission 3 due</b>
Week Eleven	Mar 20-24	<b>Social Entrepreneurship Models Continued</b> <u>Reading</u> : The New Breed Movie Service Project Presentation Review Service Project Plan Development	11:00am-12:00pm individual class 12:00-1:50pm teams
Week Twelve	Mar 27-31	<b>Corporate Social Responsibility</b> Readings (Myrah, Wilkinson & Manziuk, 2012, Fall; Summer)	11:00-12:30pm individual class 12:30-1:50pm teams
Week Thirteen	Apr 3-7	<b>Presentations to Clients</b>	11:00am-1:50pm joint class <b>Journal Submission 4 Due</b> <b>Service Project due April 16</b> <b>Group Evaluation due April 17</b>
Week Fourteen	Apr 10-14	<b>Presentations to Clients</b>	11:00am-1:50pm joint class <b>Final exam during exam period</b>

## SKILLS ACROSS THE BUSINESS CURRICULUM

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## STUDENT CONDUCT AND ACADEMIC HONESTY

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### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication *“Plagiarism Avoided; Taking Responsibility for your Work”*. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7<sup>th</sup> edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.