Understanding Social Entrepreneurship - 1

NEW YORK UNIVERSITY

Understanding Social Entrepreneurship
New York University
Spring 2015
Adjunct Associate Professor: Amanda Kraus
ak5394@nyu.edu
March 23rd-May 11th
Wednesdays 6:45 PM – 8:25 PM
Bldg: GCASL Room: 369

Course Description:
We will begin this course by coming up with a basic definition for social entrepreneurship. This will be our anchor from which we explore the practice of social entrepreneurship across individuals, for-profit corporations, social business, government, and non-profits. Through this exploration, we will work to determine criteria for efficacy. From there, each student will identify a social issue they would like to address. They will establish the need and, with their social entrepreneurship hats on, come up with a broad plan for solving the problem.

Learning objectives for course:

- Understand the concept of social entrepreneurship and how it applies to the following: individuals, government, non-profits, social businesses, and for-profit businesses. We will use examples from each industry to illustrate efforts and outcomes.
- Define and debate efficacy of social entrepreneurship across the various sectors we will be examining. How do we establish efficacy? How do we measure it? How does our own “lens” effect measurement?
- Improve our research, listening, and presentation skills as we present what we have learned to one another with the focus on a specific need or problem as identified by each student.

Course Overview by Class

- **Class One:**
  - Introductions
  - Housekeeping
  - Discussion on social entrepreneurship across non-profits, individuals, social businesses, for-profit "values driven" companies, and government.

- **Class Two:**
  - Measuring efficacy
- **Class Three:**
  - Becoming a social entrepreneur---turning ideas into action

- **Class Four:**
  - Social businesses in society
  - Peer project feedback

- **Class Five:**
  - Values driven companies
  - Michele Jolin visit (http://www.americaachieves.org/our-team/michele-jolin)

- **Class Six:**
  - Government’s role in social entrepreneurship (or is it the other way around?)

- **Class Seven:**
  - Arbor Brothers (http://www.arborbrothers.org) and project evaluations

Weekly assignments (found under Assignments in NYU Classes) will be presented through student blogs reflecting on readings, prompts, and visitors to our class. Students will also be participating in forums with prompts regarding SE in the context of non-profits, individuals, social businesses, for-profit "values driven" companies, and government. In addition, assigned students will be adding to the "grist for the mill" in the form of Twitter handles, websites, articles, videos, and audio files.

**Blog Participation:**

All assignments can be found under the Assignments tab in NYU Classes and should be posted in the blog to be shared with the class, unless otherwise specified. Grist for the Mill (nuggets of inspiration) will be assigned to four students at the end each class. This is our way of compiling relevant stories, research, images, and inspiration for SE and will be shared under Resources.

**Posting to the blog:**

Select "Blogs" from the left menu, and then select "Add blog entry" near the top of the page. IMPORTANT-make sure you add a new entry for each assignment. When finished adding content, choose who can see this entry – please choose all members of this site, including teaching assistants and students.

**Late assignment policy:**

Extensions on assignments will be granted only in case of emergency, out of respect to those who abide by deadlines despite equally hectic schedules. Late submissions without extensions will be penalized ½ letter grade per day (B+ to B, e.g.)

**Ask three before me:**

Needless to say, come to me if you have any questions or issues that arise. However, please ask your peers for help answering questions before reaching out to me.

**Grading is as follows:**
Class participation (20%)
Forum entries and responses (40%)
Final project (40%)

**Use of technology during class:**

There will be times when we will all need the use of laptops in class so please do bring your computer with you. Please refrain from using your phone or laptop for unrelated purposes (i.e. texting your friends, looking on FB).

**Students with disabilities:**

Any students requiring accommodations should contact me to make proper arrangements.

**Bio of Professor Kraus**

Amanda Kraus is the Founder and Executive Director of Row New York, an award-winning youth-serving nonprofit in New York City. Kraus began the organization with the belief that rowing paired with comprehensive academic support could change young people's lives. Row New York was a winner of the New York Community Trust Non-Profit Management Excellence Award in 2014.

Kraus is a recipient of numerous awards including the 2012 Community Leadership Award, presented by President Obama’s Council on Fitness, Sports, and Nutrition, U.S. Rowing’s Anita DeFrantz Award, U.S. Rowing’s John J. Carlin Service Award, and the NYU Partnership Award for serving girls and women with disabilities.

Kraus received her M.A. in Education from Harvard and her B.A. in English from the University of Massachusetts at Amherst, where she was captain of the women’s crew team, a member of the DII National Championship boat, and a member of the Commonwealth Honors College. She lives in Brooklyn with her husband, two children, dog, and cat.