



**NYU**

**ROBERT F. WAGNER GRADUATE  
SCHOOL OF PUBLIC SERVICE**

# **UPADM-GP 267 REMOTE Social Entrepreneurship Incubator & Practicum Spring 2021**

## **Instructor Information**

- Professor Shantae J. Edwards
  - Email: [se91@nyu.edu](mailto:se91@nyu.edu) [please allow up to 24 hours for a response.]
  - **Office Hours:** Link - <https://nyu.zoom.us/my/professoredwards>
    - Tuesdays, 2:00pm – 3:00pm EST
    - One-on-One Office Hours: Email to schedule

## **Class Information**

- Class Meeting/ Times: Wednesdays, 4:55pm – 7:25pm EST
- **Class Location:** Link - <https://nyu.zoom.us/j/94413045725>

## **Course Description**

This course is designed for upper-class undergraduates who have a social innovation project, entrepreneurial business, or corporate social responsibility idea to develop or implement. Also welcome to the course are students who would like to learn and practice success skills and employment strategies and are willing to participate in class teams with other students who have project ideas. To bring to the dynamic world of social innovation fully into the classroom, this course will provide: business leadership training, developing a clear social vision and values, customer development, marketing, branding, and business design, i.e., practice in pitching and promoting an idea, and tips on launching a startup with social impact.

Classes include discussions of readings, experiential exercises, expert lecturers, case studies and time to work on student projects. During this course students will develop their individual or team projects, the foundation of an entrepreneurial mindset and build maximum social impact after graduation, build their personal and professional portfolios, and create critical skills for the process of creating or finding their future career paths.

## Course Learning Objectives:

- Describe social entrepreneurship and innovation and the skills of social entrepreneurs. Learn the foundation and mindset of entrepreneurship.
- Be for success after graduation as effective social entrepreneurs, either by developing his/her own business, contributing to corporate social responsibility efforts, helping government develop successful outreach efforts in social entrepreneurship, or working well in the nonprofit sector.
- Design, and pitch a social impact project proposal and business plan.
- Build and foster a community amongst peers in the social impact sector to support him/her/their post-graduation.
- Feel connected to the importance of social entrepreneurship and committed to being life-long learner, and changemaker, regardless of his/her/their job or place in life.

## Course Rules and Requirements:

- You must do the required reading.
- In addition to the readings, I will assign videos and podcasts which you are required to watch and listen to.
- Participation in class, discussion forums and presentations.

## Grading Breakdown

- Class Participation & Attendance (30%):
  - Attendance:
    - Students are expected to attend every class. Attendance will be taken for each class. Active participation is essential and coming to class prepared and being on time are major keys to the success of this course. You must email me at least 12 hours ahead of time – with a valid reason such as a health or family emergency- if you are unable to attend class. You must also email me if you are late. Any more than (3) excused or unexcused absences will result in a zero for the attendance (and participation) portion of your grade. Unexcused absences will impact your grade. There will be no make-ups due to excused or unexcused absence or lateness. Having more than 6 absences will drop your grade one letter (e.g., a B will become a C). Having more than 9 absences will equal a WU. Joining the Zoom meeting late (within the first 20 minutes) 3 times equals one absence.
  - Teamwork:
    - Project teams will be comprised of (2) or more students in the course. A course deliverable and many in-class discussions will involve teamwork. Learning and practicing successful project completion will require meetings with your team outside of the class and supporting one another to deadlines and deliverables throughout the semester. This

grade will be determined by a self-evaluation, an anonymous team member evaluation, and observation by me. At the end of the semester, you will each complete a peer evaluation form that will be combined with my grading rubric for this percentage of your grade.

- Class + Team Assessment (5%):
  - This survey is designed to understand more about your ideas, interests, and skillsets. This survey will be used to finalize project teams for the semester.
- Case Study: Social Impact & Innovation Paper (20%):
  - Students will select one social entrepreneur of society to analyze. This paper should be between 3-5 pages.
- Midterm Project Report (10%):
  - This paper outlines the progress made on your team's Social Innovation project. This paper should be between 7-15 pages.
- Final Project Presentation (Pitch Deck) and Final Project Report (35%):
  - This paper is an Executive Summary of the project and your plan after graduation. This paper should be between 10-20 pages.

## **Grading Policies:**

There is no curve in this course. This course abides by the Wagner School's general policy guidelines on incomplete grades, academic honest, and plagiarism.

As your professor, we can connect on LinkedIn, but not on Instagram, Twitter, Facebook, or other social media platforms.

Out of respect to the professor, guest lecturers, and your peers:

1. Cell phones must be turned on silent or vibrate and students are strongly encouraged not to be distracted while on camera in class. Please use your discretion. For any reason you need to turn off your cameras please inform the Professor by sending a personal message using the Zoom chat feature.

2. Please arrive on time to the start of class and return from breaks in a timely manner. **POLICY ON DISABILITIES:** I encourage students with disabilities, including "invisible" disabilities, to email after class or during my office hours to discuss appropriate accommodations that might be helpful. **Terms and Limitations:** By enrolling in this class, you agree to all the terms and limitations of the syllabus, which serves as a legally binding contract between the party of the first part (hereinafter referred to as "the professor") and the party of the second part (hereinafter referred to as "the students.") This contract will be in accordance with all federal and state

regulations, pursuant to the rules set forth by New York University, and any applicable statutes of the United States or the county of New York, except where the professor decides otherwise. The rules, requirements, and benefits of this contract are subject to change at the end of the first week of classes, or at any other time by the University or other governing authorities, including, but not limited to, the professor and the administrators of the educational department under which this course is offered. The professor reserves the right to change the terms of the contract at will and may exercise his personal discretion in revoking all rights of the students without just cause. No person is authorized nor entitled to refute the terms of this contract, nor subject the policies described herein to any form of strict scrutiny or critical questioning.

## **Professor Bio**

As a speaker, professor and, impact coach for the last 14 years, Shantae J. is committed to motivating, facilitating, and building relationships for the purposes of accessing equity, education, social and economic inclusivity, sustainability, and overall wellbeing. She applies these concepts in her own businesses and social endeavors.

Using her BA in Communications and her MBA with a focus in Marketing, Shantae J. brings her professional and interpersonal skills to the table to give guidance to operate and approach life being in action and using “I WILL” as a motivator to having a productive life and a fulfilling purpose-driven career.

Shantae J. has worked in the public sector both in and out of the field. She has served in People Operations at College Summit and even a founding Dream Director with The Future Project where through her work supported high school social entrepreneurs to turn their passions into social impact endeavors. As a member of the Global Shapers Community, an initiative of the World Economic Forum she, along with other leaders worldwide implemented sustainable projects impacting communities that create a better future through education, environmental, social entrepreneurship, and the arts both locally and globally.

Shantae J.'s TEDx Talk, [“You. Are. Enough.”](#), explains exactly how she has been able to spread her message of embracing your own humanity and the humanity of others to improve yourself on an individual and community basis.

Growing up, Shantae J. learned many of the keys she uses to empower her clients from her mother, Marlene Edwards. These lessons influenced Shantae J. to empower people to improve their lives by taking ownership of their stories and being committed changemakers.

Currently Shantae J. works as a Professional Coach, Speaker, and as an Adjunct Professor.

## SCHEDULE OF CLASSES:

Week 1	February 3	Introduction to course + identifying your why
Week 2	February 10	What is social entrepreneurship?
Week 3	February 16 February 17	<b>Class + Team Assessment due</b> Leadership + team + identifying your mission
Week 4	February 24	Identifying your market
Week 5	March 3 <b>March 5</b>	Finalizing your social enterprise <b>Team Charter Due</b>
Week 6	March 10	Business canvas + Pitching your project
Week 7	March 14 March 17	<b>Social Enterprise Elevator Pitch due</b> To scale, pivot or iterate <a href="#">Social Impact Series: Coffee Chat w/ Jed Emerson</a>
Week 8	March 24	The importance of data and metrics
Week 9	March 31	No Class <b>Midterm Report due</b>
Week 10	April 7	Branding and marketing your impact
Week 11	April 14	Securing the funds + networking with experts
Week 12	April 21	No Class
Week 13	April 28	Networking and Pitching with experts
Week 14	May 5	Networking and Pitching with experts
Week 14	<b>May 9</b> <b>May 12</b>	<b>Final Project Pitch Deck due</b> <b>Final Project Oral Presentations</b>
Week 15	<b>May 14</b>	<b>Case Study: Social Impact &amp; Innovation Paper due</b> <b>Peer Evaluations due</b> <b>Final Project Report due</b>