



NYU

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

UPADM-GP 267

Social Entrepreneurship Incubator & Practicum

SPRING 2022

Instructor Information

- Professor Shantae J. Edwards
 - Email: se91@nyu.edu [please allow up to 24 hours for a response.]
 - Office Hours: <https://nyu.zoom.us/my/professoredwards>
 - Tuesdays, 5:00pm – 6:00pm EST
 - One-on-One Office Hours: Email to schedule

Class Information

- Class Meeting/ Times: Wednesdays, 6:20pm – 8:50pm EST
- Class Location: 194 Mercer Street, Room 306A (Washington Square)

Course Description

This course is 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 required videos and podcasts to watch and listen to.
- Participation in class, discussion forums, and presentations.

Grading Breakdown

- Class Participation & Attendance (30%):
 - Attendance: click [here](#) for attendance form.
 - Students are expected to attend every class. Attendance is 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. If for any reason class is remote, joining the Zoom meeting late (within the first 20 minutes) 3 times equals one absence.
- Teamwork:
 - Project teams will be compromised of (3) 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:
 - This survey is to understand more about your ideas, interests, and skillsets. This survey will finalize project teams for the semester.
- Team Charter (5%):
 - This assignment is designed to clarify the direction of the team and establish boundaries, operating as the team's true "North Star".
- Case Study: Social Entrepreneurship & Impact Paper (20%):
 - This is a two-part assignment; students will select one social entrepreneur of society to analyze and include overall course final reflection. This paper should be between 5-7 pages.
- Team Midterm Project Report (10%):
 - This paper outlines the progress made on your team's Social Impact project. This paper should be between 7-10 pages.
- Team Presentation: Pitch Deck + Oral (15%):
 - Students will present a brief presentation using PowerPoint, Google Slides, Keynote, or Prezi, to provide class with overview of social enterprise plan, insights, and next steps.
- Team Final Project Report (20%):
 - This paper is an executive summary of the social enterprise project. This paper should be between 15-20 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 on silent or vibrate and students are strongly encouraged not to be distracted while using technology in class to take notes. Please use your discretion. When/if class happens remotely, for any reason you need to turn off your cameras please inform the Professor by sending a private 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, serial entrepreneur, professor, 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 (r)	January 26	Introduction to course + identifying your why
Week 2 (p)	February 2 February 6	Social innovation + entrepreneurship + intrapreneurship Discussion 1 due
Week 3 (p)	February 9 February 11	Identifying the why + the Pitch Class + Team Assessment due
Week 4	February 16	Leadership + team + ethics + mission
Week 5 (r)	February 23 February 25	Identifying the market + business model innovation Team Charter Due
Week 6 (p)	March 2	Finalizing the social enterprise
Week 7 (p)	March 9	Branding and marketing impact
Week 8 (r)	March 23	Social Business Canvas Social Enterprise Elevator Pitch due
Week 9 (r)	March 30 March 30	Securing the funds Discussion 2 due
Week 10 (p)	April 6 April 8	Structuring your social enterprise Team Midterm Project Report due
Week 11 (p)	April 13	Evaluation: data and metrics
Week 12 (r)	April 20	Scale, pivot disrupt, or iterate
Week 13 (p)	April 27 April 29	Networking and pitching with thought leaders Discussion 3 due
Week 14 (p)	May 4	Scaling social impact

FINALS WEEK

May 9	Team Final Pitch Deck + Final Project Report/ Peer Evaluations due
May 12 May 13 (p)	Case Study: Social Entrepreneurship & Impact Paper due Oral Presentations due