Course Description:

Public Policy 43/Economics 77 provides an introduction to the theory and practice of social entrepreneurship, defined generally as the process of finding innovative, sustainable solutions to social problems and, more specifically for this course, social problems that are a cause or consequence of poverty.

Course Objectives:

The course has three objectives. First, students will understand the nature and causes of poverty, in both domestic and international contexts, as well as the emergence of social entrepreneurship as a means of addressing poverty. Second, students will learn about the process of social innovation and the way social entrepreneurs have transformed those innovations into poverty-relieving initiatives. Third, as a means of experiential learning, students will build on the first two objectives to identify manageable aspects of the larger problem of poverty and to propose, refine, and pitch a venture to address that aspect.

It is expected that the best of these ventures will be eligible for continued support from the Rockefeller Center and for additional development at the DEN Innovation Center @ 4Currier.

This course may serve one of three purposes as part of a major or minor: as a “Policy Methods Course” for the Public Policy Minor; as a course, not part of a sequence, in the Economics Major or Minor; or as a “Design Elective” in the Human-Centered Design Minor.

Prerequisites: Economics 1 and one course conveying quantitative or qualitative research methods. Options include: Economics 10, Government 10, Mathematics 10, Psychology 10, Public Policy 10, Sociology 10, Mathematics and Social Sciences 15, Geography 11, Geography 50, Sociology 11, or Education 11.

Course Readings:

The following three books are required. They are available at Wheelock Books and at Amazon.com using the links below. The first will serve as a textbook for the course, laying out the intellectual framework to understand the process and impact of social entrepreneurship. The second focuses the work of Muhammad Yunus, whose pioneering work in microfinance in Bangladesh helped launch and define the field of social
entreprenuerism and was honored with the 2006 Nobel Peace Prize. The third provides a more general overview of the field of social entrepreneurship as it has developed, including what differentiates social entrepreneurship from the work of the more traditional private sector, the non-profit sector, and the public sector.


Sections of these books are referred to in the Course Outline below by the last name of the *author*. A few articles are also listed in the Course Outline, along with links to where they may be downloaded from any Dartmouth computer.

In addition to these assigned texts and articles, there is a Coursepack at Harvard Business Publishing containing cases and articles for the course. Learning about entrepreneurship, particularly learning that will lead to a new entrepreneurial venture, happens by studying examples of past successes and failures. These cases have been selected because they address general principles common to all ventures or they illustrate a style of innovation that could be applied to social entrepreneurship. Students are responsible for purchasing this Coursepack. Assigned readings from the Coursepack are denoted by CP in the Course Outline below. The Coursepack for the course can be accessed through the unique URL: [https://cb.hbsp.harvard.edu/cbmp/access/24859517](https://cb.hbsp.harvard.edu/cbmp/access/24859517).

Finally, the course will draw on material covered in Economics 1, including “Supply and Demand,” “Market Efficiency,” “Externalities,” and “Inequality and Poverty.” By July 8, students will be expected to have reviewed and mastered this material. Using the *Principles of Economics* textbook by Mankiw as a guide, this material is covered in Chapters 4, 7, 10, and 20. As an alternative or supplement, students may find it useful to review the first and third sets of videos in the Microeconomics course at Khan Academy: [https://www.khanacademy.org/economics-finance-domain/microeconomics](https://www.khanacademy.org/economics-finance-domain/microeconomics).
Course Grading:

Your grade in the course is determined by your participation in classroom discussions and your performance on writing, research, and speaking assignments. For students who complete all of the assignments, the final course grade will be determined based on those assignments as follows:

- Daily Assignments: 25%
- Startup Experience Write-up: 10%
- Recognizing Opportunity in Change Assignment: 10%
- In-Class Exam: 25%
- Business Model: 30%

1) Daily Assignments

There will be short homework assignments due at the start of most class periods. These assignments will consist of a few questions drawn from the assigned reading and relevant to the In-Class Discussions or Exercises. They ensure that you are keeping up with the assigned reading, come to class prepared to contribute to discussions, and develop the analytical skills and creative processes that will enable you to put together your own business model. Most of these assignments will be group assignments, with groups chosen periodically by the instructor.

2) Startup Experience Write-up

Working with the students from the class who were in your group for the Startup Experience, you will produce a report (5-7 pages, double-spaced) on the opportunity and venture that you developed during the session, with an emphasis on market and viability research that you could not have performed during workshop on June 20 – 21 but will have been possible with an additional week to develop the venture.

Due Date for this assignment: Monday, June 30, uploaded to Canvas by 3 p.m.

3) Recognizing Opportunity in Change

During the course, we will discuss several types of societal change that create opportunity for social entrepreneurs. Working in groups, you will identify and analyze social ventures that have taken advantage of each of these types of change. For one of these social ventures, you will construct a slideshow of the venture as it may have looked in its early stages of development. You will present this slideshow in class on Tuesday, July 15, and discuss possible applications of this venture’s idea in other social contexts.

Due Date for this assignment: Monday, July 14, uploaded to Canvas by 3 p.m.
4) In-Class Exam

There will be one exam in the course, scheduled for the class period of **August 7**, covering the lectures, discussions, and daily assignments on poverty, innovation, and social entrepreneurship.

5) Business Model

For this project, students will work in teams of 2-3 to develop and present a business model for a social enterprise that generates net income for those in poverty or increases the purchasing power of low-income households by reducing the cost of a product or service on which they typically spend money. This assignment will require you to research the need for the enterprise’s product or service and the latent customer demand for the product or service; to design a product or service that draws from the class discussions of innovation; and to present your business model in both written and oral form. Both presentations will be uploaded to a website for your enterprise and can serve as the basis for subsequent work to launch your idea.

**Due Dates for this project:**

Friday, August 1, 9:00 a.m.: Latest time to submit rough drafts of the project.
Monday, August 18, noon: Latest time to upload class presentation materials to Canvas.
Tuesday, August 19: In-class presentations of projects during class period.
Thursday, August 21, 5:00 p.m.: Latest time to submit final drafts of the project.

Your grade on this assignment is a combination of your grades on the rough draft (15%), the in-class presentation (25%), and the final draft (60%).

**Additional Information:**

**Class Meetings:** **FAIRCHILD 101**, TTh 2:00 – 3:50 p.m. (x-period W 4:15 – 5:05 p.m.).
No use of the X-period is planned for this term, but students are expected to keep the X-period open in case it is needed. You should check with the instructor before taking on an obligation that would conflict with any X-period should it be needed.

There are a number of meetings outside of regularly scheduled class meetings that all students must attend:

1. **On June 20 – 21**, the whole class will participate in *The Startup Experience*, a two-day workshop that helps students to build creative capacity and entrepreneurial confidence and to find inspiration for future ventures. The workshop lasts from the late afternoon on Friday, June 20 (4 – 8 p.m.) to the late afternoon on Saturday, June 21 (9 a.m. – 6 p.m.) and is open to the whole Dartmouth community.
2. On **August 19**, the last day of class, we will have oral presentation of business models. You should expect to stay beyond the end of class to ensure that all teams have an opportunity to present to the whole class. We will have a celebratory dinner when all presentations are finished.

Additionally, there will be several opportunities (typically over dinner on Tuesdays in July) to learn about resources on campus that are available support entrepreneurial activities and projects.

**Office Hours:**

Professor Samwick, Rockefeller 112, Wednesdays, 2:00 – 4:00 p.m. Regular office hours are on a walk-in basis. If you need to see me at other times, please schedule an appointment through e-mail. Thanh Nguyen’s office is Rockefeller 207. Please e-mail him for appointments.

**Honor Principle:** Students are expected to follow the College’s guidelines for the proper attribution of sources in the conduct of their own research. While offering assistance to fellow classmates is encouraged, all written, oral, and computer assignments that are not group-based are expected to reflect each student’s own individual work. All in-class, graded assignments will be timed and done without reference to books, notes, or computers unless otherwise specified. Any student referring to such materials or giving or receiving assistance during a graded assignment violates the Academic Honor Principle.

**Equal Access:** Students with learning, physical, or psychiatric disabilities who may need disability-related classroom accommodations are encouraged to make an appointment as soon as possible. The Academic Skills Center will be asked to verify that the student is approved for these services. All discussions will remain confidential, although the Student Disabilities Coordinator may be consulted to discuss appropriate implementation.

**Religious Observances:** Some students may wish to take part in religious observances that occur during this academic term. If you have a religious observance that conflicts with your participation in the course, please meet with me before the end of the second week of the term to discuss appropriate accommodations.
Course Outline:

Assigned readings are to be completed before the class period during which they will be discussed unless otherwise noted.

Thursday, June 19, Welcome and Introduction

Overview of course subject matter, logistics, and assignments.

Background reading (to be read in advance):


http://www.ssireview.org/articles/entry/social_entrepreneurship_the_case_for_definition

Additional Reading (need not be done in advance):

Bornstein, Part I, Defining Social Entrepreneurship, pages 1 – 47.

In-Class Exercise: Applying an entrepreneurial mindset to the problem of campus safety

Friday, June 20 – Saturday, June 21, The Startup Experience

This one and a half day workshop will be held at the DEN Innovation Center @ 4Currier. Register at http://bit.ly/rockystartupxp14.

Tuesday, June 24, The Startup Experience

Assigned reading (to be done in advance):


Optional Reading:


In-Class Exercise: Reflections and next steps on The Startup Experience

**Thursday, June 26, Background on Domestic Poverty**

Assigned reading (to be done in advance):


In-Class Discussion:

Apartment Angel, [http://www.apartmentangel.org](http://www.apartmentangel.org)

**Tuesday, July 1, Global Poverty, Foreign Aid, and Microfinance**

Assigned reading (to be done in advance):

Yunus, Chapter 1, Why Social Business
Yunus, Chapter 2, Growing Pains


http://reason.com/archives/2013/12/26/the-aid-debate-is-over

http://www.ssireview.org/articles/entry/microfinance_misses_its_mark


In-Class Case Discussion: Instiglio, http://www.instiglio.org

**Thursday, July 3, Social Entrepreneurship in the Developing World**

Assigned reading (to be done in advance):

Yunus, Chapter 4, To Cure One Child
Yunus, Chapter 6, Grameen Veolia Water

[You should read the rest of Yunus’ book before the exam, but not necessarily for this class period.]

http://techcrunch.com/2012/05/27/mobile-developing-world/

Marya, Radhika (2013). “Cellphones are Now Essentials for the Poor,” *USA Today* (September 14).
http://www.usatoday.com/story/money/personalfinance/2013/09/14/cellphones-for-poor-people/2805735/

http://now.dartmouth.edu/2013/10/can-a-class-project-become-a-business-14s-give-it-a-shot/

In-Class Case Discussion: Street Food Biodiesel
Tuesday, July 8, Social Enterprises as Redistribution in an Economic Framework

Assigned reading (to be done in advance):

Review the material from your Economics 1 course on “Supply and Demand,” “Market Efficiency,” “Externalities,” and “Inequality and Poverty.” If you used the *Principles of Economics* textbook by Mankiw, these are Chapters 4, 7, 10, and 20. (As an alternative or supplement, you can review the first and third sets of Microeconomics at Khan Academy [https://www.khanacademy.org/economics-finance-domain/microeconomics](https://www.khanacademy.org/economics-finance-domain/microeconomics)).


In-Class Case Discussion: Dropbox, [http://www.dropbox.com](http://www.dropbox.com)

Thursday, July 10, From Ideas to Innovations to Social Entrepreneurship Opportunities

Assigned reading (to be done in advance):

Brooks, Chapter 1, An Introduction to Social Entrepreneurship
Brooks, Chapter 2, Ideas and Opportunities


Reading to review previous concepts:

Brooks, Chapter 3, Developing the Social Enterprise Concept
Brooks, Chapter 4, Social Enterprise Business Plans

Optional Reading:


In-Class Case Discussion: End-of-Chapter examples from Brooks, Chapters 1 and 2
Tuesday, July 15, Recognizing Opportunities in Macroeconomic, Demographic, or Technological Change

Assigned reading (to be done in advance):


In-Class Case Discussion: Premama, http://www.drinkpremama.com

Thursday, July 17, Building a Business around Donated Inputs and Outputs

Assigned reading (to be done in advance):


In-Class Case Discussions:
   Forward Tutoring, http://www.forwardtutoring.org
   Warby Parker, http://www.warbyparker.com/
   REBUILD Globally, http://rebuildglobally.org/

Tuesday, July 22, Building a Business around a Platform

Guest lecture by Dave Girouard ’88, CEO and Founder, Upstart.com, http://www.linkedin.com/in/davegirouard

Assigned reading (to be done in advance):


Optional Reading:


In-Class Case Discussion: Upstart, https://www.upstart.com/

Dinner Discussion: Dave Girouard ’88, CEO and Founder, Upstart.com

**Thursday, July 24, Raising Purchasing Power through Collaborative Consumption**

Assigned reading (to be done in advance):


In-Class Case Discussion: Airbnb, http://www.airbnb.com

**Tuesday, July 29, Building a Business around an Advertising Model**

Guest lecture by Brett Matthews ’88, Co-Founder, Former Chairman, CEO, Imagitas.
https://www.linkedin.com/pub/brett-matthews/13/2a8/928

Assigned reading (to be done in advance):

https://cb.hbsp.harvard.edu/cbmp/content/910036-PDF-ENG


In-Class Case Discussion: Imagitas, http://www.imagitas.com/

Thursday, July 31, Impact Measurement and Raising Funds to Support Social Enterprise

Guest lecture by Tripp Jones, Managing Director, New Profit Inc. http://newprofit.com/cgi-bin/iowa/about/summary/121.html

Assigned reading (to be done in advance):

- Brooks, Chapter 5, Measuring Social Value
- Brooks, Chapter 6, Earned Income
- Brooks, Chapter 7, Donations and Government Income

In-Class Case Discussion: New Profit, http://www.newprofit.org

Tuesday, August 5, Raising Funds to Support Social Enterprise

Assigned reading (to be done in advance):

- Brooks, Chapter 8, Entrepreneurial Fundraising and Marketing
- Brooks, Chapter 9, Launch, Growth, and Goal Attainment


In-Class Case Discussion: Ashoka, http://www.ashoka.org

Thursday, August 7, In-Class Exam

Tuesday, August 12 & Thursday, August 14, In-Class Business Model Workshop

No new reading or assignments. Class periods are time for feedback on and further refinement of business models.

Tuesday, August 19, In-Class Business Model Presentations