

**MNO3811 / MNO3330 Social Entrepreneurship**

**Semester 1, AY2021/2022**

**Module Instructors & Coordinator\*:** Dr Sarah Cheah

**Module Description:**

Social entrepreneurship presents an alternative approach to community development. It advocates the adoption of innovative solutions (often incorporating market mechanisms) to address social problems. This module discusses the concepts associated with social entrepreneurship, and examines the practices and challenges of social entrepreneurship in the Asian context. Topics to be covered include identification of social problems; marginalization and the poverty cycle; varied conceptualizations of social entrepreneurship and innovation; different types of social enterprises; sustainable social enterprises as an effective means of community development; developing a social enterprise business plan; establishing a social enterprise; scaling up a social enterprise; social impact measurement.

**Learning Outcomes:**

After the course, the students will be able to

- Understand the causes and severity of social problems
- Appreciate the varied concepts, practices and challenges of social entrepreneurship
- Recognize the broad range of social enterprise types
- Understand the role sustainable social enterprises play in effective community development;
- Develop competence in writing social enterprise business plans
- understand the steps involved in establishing social enterprises and scaling them up; and
- Recognize the complexities of measuring the social impact of social enterprises.

**Modes of Teaching and Learning:**

Lectures and Tutorials  
Group project  
Case analysis

**Syllabus:**

Global Social Problems

- Causes of social problems
- Impact of globalization
- Poverty and Social Exclusion

Community development

- Empowerment and poverty alleviation

Social Entrepreneurship (SE)

- How is it different from commercial entrepreneurship and other forms of social progress

Social Enterprises

- Social enterprises vs social businesses
- Work-integration social enterprises (WISE)
- Microfinance institutions
- Co-operative societies

Setting up a Social Enterprise: Designing solutions

- Seeing opportunities and understanding challenges
- Generating ideas, models and solutions

Setting up a Social Enterprise: Understanding Ecosystem

- Identifying and engaging stakeholders

Setting up a Social Enterprise: Business Plan, Strategies, Resources

- Value proposition and unique selling point
- Building a business model
- Developing a business plan

Running a Social Enterprise: Co-creation and Alliance

- Assessing stakeholders
- Community-driven research
- Creating collective capacity

Sustaining a Social Enterprise: Measuring Impact and Leadership

- Targeting success
- Metrics for different fields
- Baselineing
- Creating resource dashboard
- Sources of funding
- Social impact investment approaches

**Readings:**

(a) Compulsory/recommended reading:

Cheah, S. (2019). *Social Innovation: Asian Case Studies of Innovating for the Common Good*. Routledge.

(b) Supplementary reading: (Not compulsory)

Kuratko, D.F., Cheah, S.L.Y., Foo, M.D. (2019) *Entrepreneurship: Theory, Process and Practice*. An Asia Edition. Cengage Learning.

**Assessment (%):**

Individual Assessment		Group Assessment	
Class Participation	20%	Group Report	40%
Individual Assignment	30%	Group Presentation: Company Analysis	10%
<b>Total:</b>	<b>50%</b>		<b>50%</b>

## ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

### Pre-requisite(s):

- MNO1001 Management and Organisation/ MNO1706 Organisational Behaviour; or
- MNO1001X Management and Organisation/ MNO1706X Organisational Behavior; or
- PL3239 Industrial and Organisational Psychology

### Preclusion(s):

None