

SOCIAL ENTREPRENEURSHIP (SENT)

SENT 405 - SOCIAL ENTREPRENEURSHIP I: CREATING THE VISION

This course is for students who will found or lead businesses that also have a social mission, or will advise or work with social entrepreneurs, as they seek to jointly create social and business value. It is the goal of this course to prepare students to lead companies that have embedded social missions and to engage various stakeholders that are at the nexus of business and social value. Cross-listed with MGMT 405.

Credits: 3

SENT 406 - SOCIAL ENTREPRENEURSHIP II: IMPLEMENTATION

In Social Entrepreneurship II, we actually become social entrepreneurs by studying the everyday structural, legal and financial challenges associated with launching a business enterprise in its efforts to create social impact. Students will take their business model from Social Entrepreneurship I, and further develop it by performing additional market research, prototyping and practicing continuous investor initiatives. Students will work through issues of market analysis, technology viability assessment, competitive positioning, team building, product life cycle planning, marketing strategy and financing, with a major emphasis on learning how to attract investment capital. Cross-listed with MGMT 406.

Credits: 3

Prerequisites: SENT 405 or MGMT 405