

## **BADM 433 – Social Entrepreneurship**

Fall, 2017

Monday, Wednesday, Friday 11:00 – 11:50 Bond 166  
Section 01

Instructor: William Good

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Office hours: Appointments are welcome at any time

### CSBA Student Code

#### **Civility**

I will treat classmates, professors and CSBA staff with respect.

I will display a healthy tolerance for individual differences in demographics, gender, race, religion and thought. I will respect the authority, rules and regulations of The Citadel.

#### **Scholarship**

I will continue to develop and demonstrate a passion for learning. I will be intellectually honest.

#### **Behavior**

My behavior will be professional and ethical and reflected in my preparation for my class, my attendance in class, my conduct in class, and my relationship with the CSBA community.

#### **Attitude**

My attitude will reflect teamwork, personal responsibility, and a positive approach to being a member of the class.

## Course Description

This is a lecture class in business administration. It will present information about not-for-profit organizations: their structure, roles and value. It will also discuss the importance of corporate social responsibility, why it is important and strategies for being good corporate stewards.

In addition, the students will conduct a needs assessment for the establishment of a not-for-profit organization affiliated with The Citadel, and go through the steps necessary to create such an organization.

## Course Objectives

Students will learn:

- A basic understanding of how not-for-profit organizations are structured
- Legal, financial and tax issues pertaining to not-for-profits
- Strategies for effective governance
- Strategies for effective fund raising
- The basics of corporate social responsibility, why it is part of good corporate strategy and how to identify opportunities for good corporate stewardship.

## Text/Materials

Students will be required to read Corporate Social Responsibility by Philip Kotler and Nancy Lee. In addition, students will receive published articles from a variety of sources on the broad topic of corporate social responsibility.

## Grading

Individual grades will be awarded based on total points earned, as follows:

- |   |           |
|---|-----------|
| ■ Class attendance, preparation, participation and contribution           | 10 points |
| ■ Group activities in establishing the new not-for-profit                 | 30 points |
| ■ Paper on the decision-making process for establish the new organization | 20 points |
| ■ Final exam  | 40 points |

Grading scale:

- |   |               |
|---|---------------|
| A | 90-100 points |
| B | 80-90 points  |
| C | 70-80 points  |
| D | 60-70 points  |
| F | <60 points    |

## Course Requirements and Policies

A good deal of the class will be devoted to creating an actual new not-for-profit organization. Students will be asked to work in small groups to develop recommendations for such things as mission, objectives, strategic outcomes, governance structure, fund raising strategies and implementation.

Several guest lecturers will be brought in, all of whom have real-world experience in the not-for-profit community and/or developing cause marketing programs.

## Course Outline

Weeks 1 – 6	Introduction to not-for-profit organizations; read and review textbook.
Weeks 7-9	Lectures in governance; fund raising; political involvement; finances and other topics related to not-for-profit management.
Weeks 10-16	Create a not-for-profit organization. Develop the governance structure, create bylaws, file for incorporation and tax exemption, develop mission statement and objectives, develop fund raising plan and develop a strategy to make the organization sustainable.

## Tentative Class Schedule

Week 1:	8/23 8/25	Introduction to not-for-profits Types and roles of not-for-profits
Week 2:	8/28 8/30 9/1	Legal, financial and tax issues Introduction to fund raising Strategic philanthropy
Week 3:	9/4 9/6 9/8	Kotler & Lee, Chapter 1 Kotler & Lee, Chapter 2 Kotler & Lee, Chapter 3
Week 4:	9/11 9/13 9/15	Kotler & Lee, Chapter 4 Kotler & Lee, Chapter 5 Kotler & Lee, Chapter 6
Week 5:	9/18 9/20 9/22	Kotler & Lee, Chapter 7 Kotler & Lee, Chapter 8 Kotler & Lee, Chapter 9

Week 6:	9/25 9/27: 9/29	Kotler & Lee, Chapter 10 Form student teams; begin discussion of new not-for-profit Develop recommendations for organization mission, structure
Week 7:	10/2 10/4 10/6	Membership-based organizations; generational issues Political involvement; cause-based organizations; PACs Group decision-making exercise
Week 8:	10/9 10/11 10/13	Government regulations; lobbying Case studies: effective trade associations Case studies: effective philanthropies
Week 9:	10/16 10/18 10/20	Mission/Vision/Strategy: a process LEADERSHIP DAY Engaging employees in a cause
Week 10:	10/23 10/25 10/27	Class recommendation: the new organization Guest Lecture: Governance, by Mark Engle, Ed.D. Establishing governance structure
Week 11:	10/30 11/1 11/3	Filing for tax-exempt status Review fund raising strategies Develop fund raising plan
Week 12:	11/6 11/8 11/10	Develop communications plan Develop community outreach plan Develop marketing plan
Week 13:	11/13 11/15 11/17	Guest Lecture: Cause Marketing, by Charles Antis Fund raising activities Guest Lecture: Legal Issues, Stephen Phillips, Esq.
Week 14:	BREAK	
Week 15:	11/27 11/29 12/1	Communicating the new organization Final recommendations for organizational sustainability Guest Lecture: Strategic Planning, by Thomas Shanahan
Week 16:	12/4 12/6	Conclusions from the class Final Exam

Students with disabilities

If you need accommodations because of a disability, please contact Dr. Jane Warner in 103 Thompson Hall or call 843/953-1820 to schedule an appointment. If your request for accommodations has already been approved, and you have your accommodation letter, please see the instructor as soon as possible during office hours.