

Social Enterprise – MGMT 305
Bachelor of Business Administration: Sustainability

Course Outline

COURSE IMPLEMENTATION DATE:
OUTLINE EFFECTIVE DATE: January 2019
COURSE OUTLINE REVIEW DATE: September 2024

GENERAL COURSE DESCRIPTION:

Sustainable and resilient communities are ones where social, economic, human, environmental and cultural needs and goals are all met. Social enterprises contribute to community development through direct participation in the marketplace and by using the profits produced to support a social purpose. This course introduces the social enterprise concept and challenges students to identify social issues and develop market-driven solutions that benefit all stakeholders. Business planning, leadership and transparent financial reporting are all stressed to ensure social benefits are realized.

Program Information: This course can be used as an elective in the BMGT or BBA programs.

Delivery: This course is delivered online.

COTR Credits: 3

Hours for this course: 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	45

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
Total	

Course Outline Author or Contact:

Tammy Kiss, BA, BMgmt, MBA, PID

Signature

APPROVAL SIGNATURES:

Department Head
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Darrell Bethune
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Department Head Signature

Dean Signature

EDCO

Valid from: January 2019 – September 2024

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: A minimum grade of C- (55%) in English 100 or equivalent

Flexible Assessment (FA):

Credit can be awarded for this course through FA

Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

Prior Course Number: N/A

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date, the following textbooks were in use:

Course Readings to be used in lieu of text for the course.

Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- demonstrate an understanding of the Social Enterprise sector;
 - identify the range and types of non-profit Social Enterprises;
 - recognize and assess Social Enterprise opportunities;
 - analyze complex social problems and develop market based solutions;
 - implement the steps in the Social Enterprise planning process;
 - identify the challenges and main management issues of the Social Enterprise sector;
 - recognize the role of marketing, human resource management and finance in effectively managing a Social Enterprise;
 - identify the roles and responsibilities of the board and other stakeholders;
 - evaluate the main tools and methods used in Social Enterprise marketing and fundraising;
 - describe the key characteristics of financial management in a Social Enterprise;
 - implement the main tools to evaluate the performance of a Social Enterprise;
 - measure social returns in a business setting;
 - recognize and value ethical and socially responsible business practices;
 - identify the leadership style and personality traits of successful social entrepreneurs;
 - evaluate and critique academic articles on the topic of Social Enterprise; and
 - apply the skills and knowledge gained to real life case studies.
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COURSE TOPICS:

- Introduction to Social Enterprise
- Ideas and Opportunities
- Developing the Social Enterprise Concept
- Social Enterprise Business Plans
- Measuring Social Value
- Earned Income and Financial Reporting
- Donations and Government Income
- Board Governance
- Entrepreneurial Fundraising and Marketing
- Ethics and Values
- Leadership and Succession Planning
- Launch, Growth and Goal Attainment
- Scaling Back or Shutting Down the Operation

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

EVALUATION AND ASSESSMENT (Online Delivery):

Assignments	% Of Total Grade
Assignments	55%
Online Discussion and Participation	15%
Final Project	<u>30%</u>
Total	100%

You must attend the final exam in order to pass this course.

Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor will endeavour to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.