

## Introduction to Social Enterprise Development for Not-For-Profits

NTPT6209

### Course Outline

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**Description:** Not-for-profit organizations have always engaged in some form of revenue generation to diversify their funding, think YMCA and fitness programs for example OR Goodwill Industries and their stores.

But today, NFPs are interested in exploring the range of options in front of them to run social enterprises that will both support their mission and generate much needed income while reducing reliance on the “grant economy”.

In this course you will learn about social enterprise options for your organization and the necessary tools to explore the development of a sustainable business model.

This two-day workshop will provide you with an introduction to social enterprise and you will develop a better understanding of the value it can bring to an organization. Explore social enterprise readiness and learn how to assess whether or not social enterprise is right for your organization. You will learn how to develop a business model using the business model canvas, explore social finance options, and determine how to demonstrate social impact. Case studies and speakers from the community will be used to assess social enterprise best practices.

**What to expect:** This is an interactive course, which includes lectures, group exercises and discussion.

**Course Materials:** Materials and handouts will be provided in class.

**Attendance Requirements:** To complete this course, active participation is required and participants must attend 100% of this course.

**\*\* Completion of this course applies towards the [Professional Certificate in Not-For-Profit Management](#)**

### Course Goals:

At the completion of this course students will be able to:

- Understand NFP social enterprises and For Profit social purpose businesses
- Assess organizations readiness for Social Enterprise
- Discuss the foundations of Social Finance
- Learn practical tools to demonstrate Social Impact
- Explore different legal structures to operate a Social Enterprise
- Learn practical skills in the development of a sustainable Business Model

**Course Duration:** 2 day workshop

**Code of Student Conduct:**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct:

<http://www.uwo.ca/univsec/pdf/board/code.pdf>.

**Course Schedule:**

TIME	ACTIVITIES	SUPPORT MATERIALS/ HANDOUTS
<b>DAY 1</b>		
9:00 – 9:30	<p><b><u>Orientation and Clarification</u></b></p> <p><b>Welcome &amp; introductions</b></p> <p><b>Hopes and Expectations</b></p> <p><b>Housekeeping</b></p>	<p>Tent cards</p> <p>Warm-up exercise</p> <p>Course package (one per person)</p>
9:30 – 10:45	<p><b><u>Introduction to Social Enterprise</u></b></p> <p><b>NFP Social Enterprises</b> <b>For Profit Social Enterprises</b> <b>HYBRID models</b></p>	<p>Slide deck Handouts - Eight Basic Principles</p> <p>The Meaning of Social Entrepreneurship</p> <p>Links to Resources – Course Package</p>
10:45 – 11:00	<b>BREAK</b>	
11:00 – 12:00	<p><b><u>Introduction to Social Enterprise continued</u></b></p> <p><b>Readiness – questionnaire and discussion</b></p> <p><b><u>Case examples</u></b></p>	<p>Slide deck</p> <p>Links to Resources – Course Package</p>
12:00 – 1:00	<b>LUNCH</b>	
1:00 – 3:00	<p><b><u>An introduction to Social Finance and Social Returns</u></b></p> <p><b>Community Guest Speaker</b></p>	<p>Slide deck</p> <p>Links to Resources</p>

TIME	ACTIVITIES	SUPPORT MATERIALS/ HANDOUTS
	<ol style="list-style-type: none"> <li>1. What is it?</li> <li>2. Social Finance Examples</li> <li>3. Measuring financial and social returns</li> <li>4. A growing field</li> </ol> <p>Group discussion Case Study – Group Work</p> <p><b>Homework: PLEASE THINK OF A SOCIAL ENTERPRISE IDEA, TOMORROW YOU WILL USE WHEN DEVELOPING YOUR BUSINESS MODEL CANVAS.</b></p>	– Course Package
3:00-3:15	<b><u>BREAK</u></b>	
3:15-4:00	<p><b><u>An introduction to the Business Model Canvas</u></b></p> <p>Think of your SE idea. You can work individually or in teams. We will organize teams/individual groups tomorrow.</p>	Video/Introduction
<b>DAY 2</b>		
9:00 – 9:20	<p><b>Welcome</b></p> <p><b>Warm-up Exercise</b></p> <p>Summarize where we’ve come from and where we’re going. Refer back to hopes and expectations on FC – Day 1</p>	
9:20 – 10:30	<p><b>Social Enterprise Options – Legal Framework</b></p> <p>What is the best structure to operate your SE?</p>	<p>Slide deck</p> <p>20 Questions – Guide/Hand out</p>
10:30 – 10:45	<b>BREAK</b>	
10:45 – 11:30	<p><b><u>Social Impact Metrics – Demonstrating Value</u></b></p> <p><b>What/Why and How?</b></p> <p><b>Looking beyond funder requirements</b></p> <p><b>Tools</b></p> <p>Measuring “good” has always proved to be challenging. Beyond your funder requirements, as you explore Social Enterprise you also need to look at how you will demonstrate and measure value.</p>	<p>Slide deck</p> <p>Web Links</p> <p>Video</p>
11:30-noon	<b>Discuss SE Ideas – sort in to teams/individual groups</b>	
12:00 – 1:00	<b>LUNCH</b>	
1:00 – 2:15	How to systemically build Business Models Beyond Profit	<p>Slide deck</p> <p>Students will be</p>

TIME	ACTIVITIES	SUPPORT MATERIALS/ HANDOUTS
	Students will develop a Business Model for their Social Enterprise using the Canvas and the 9 Building Blocks.	given a copy of the Canvas to develop in class
2:15 – 2:30	<b>BREAK</b>	
2:30 – 3:30	Students will continue to develop/complete their Business Model Canvas for their SE.  Students will develop an understanding of the Lean Start-up and the Customer Discovery process.	Slide deck Links to Resources
Evaluation 3:30 – 4:00	<b>Wrap-up and Thank you</b>	Continuing Studies Evaluation Survey

## Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
  - a. The course content was relevant and valuable.
  - b. The instructor conducted class sessions in an organized, well-planned manner.
  - c. The instructor explained concepts clearly.
  - d. The instructor displayed enthusiasm and energy in conducting class sessions.
  - e. The instructor made me feel comfortable in the learning environment.
  - f. The instructor encouraged my participation and interaction.