

## 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 4-week Online course 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 and the different Business Models which it can operate. 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. In addition, you will develop an "elevator pitch" for your Business idea.

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

- Understand NFP Social Enterprises and For Profit Social Purpose Businesses
- Assess Organizational readiness for Social Enterprise
- Discuss the foundations of Social Finance
- Develop an understanding of what Social Impact is
- Explore different legal structures to operate a Social Enterprise
- Developing an understanding of the Business Model Generation Process
- Learn practical skills and understand the importance of a sustainable Business Model
- Develop an Elevator Pitch for your Social Enterprise
- Develop a draft Business Model for your Social Enterprise

**Evaluation:** This is a graded course where a complete or incomplete will be issued. In order to receive a completion for this course, a student must:

1. Complete the Social Enterprise Readiness Questionnaire
2. Develop a draft Business Model for their Social Enterprise using the Business Model Canvas
3. Develop and present an Elevator Pitch for your Social Enterprise

#### Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.

## **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>.

## **Plagiarism:**

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

## **How often will the Instructor communicate with me?**

Communication will take place through OWL this includes: Group Forum Discussions, Message feature in OWL. In addition, we will connect weekly via **Zoom sessions**.

## **Policy on Late Assignments:**

It is expected that assignments will be handed in on time. Assignments will be accepted up until 2 days after the due date at which time a "0" (zero) will be recorded. This could result in a failure to successfully complete the course.

## **When will I receive my grades?**

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

## **Western Digital Badge**

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCredits](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

## **How do I hand in Assignments?**

All assignments will be submitted electronically through OWL using the assignment tool or Forums. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor **arrive before the due date**. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the Instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

# Western Continuing Studies

## Course Schedule:

ACTIVITIES	SUPPORT MATERIALS
<p><b>Welcome &amp; Introductions</b> <b>Expectations /Housekeeping</b></p> <p><b><u>Introduction to Social Enterprise</u></b> NFP Social Enterprises For Profit Social Enterprises HYBRID models</p> <p><b>Complete SE Readiness Questionnaire</b></p> <p><b>Brief Introduction to the Business Model Canvas – too assist you in preparing for Weeks 3 &amp; 4</b></p>	<p><b>Social Enterprise Readiness Questionnaire</b>-Complete and submit to the Assignment Folder in OWL</p>
<p><b><u>Introduction to Social Finance, Social Returns</u></b> <b>What is it? / Social Finance Examples</b> <b>Measuring financial and social returns, a growing field</b></p> <p><b><u>Social Impact Metrics – Demonstrating Value</u></b> What, Why and How? Looking beyond funder requirements/Tools</p> <p><b><u>Legal Framework to operate your Social Enterprise</u></b></p>	<p><b>Social Enterprise White Paper/SE Business Models</b></p> <p><b>Forum Discussion</b></p>
<p><b>Introduction to the Business Model Canvas</b> How to systemically build Business Models Beyond Profit</p> <p>Using their Social Enterprise idea, students will develop a draft of their Business Model Canvas</p> <p><b>Introduction to creating your Elevator Pitch</b> Students will create an Elevator Pitch for their SE</p>	<p><b>Discuss:</b> Your SE idea during our Zoom session</p> <p><b>Supplemental Resources</b> - template for Business Model Canvas &amp; Elevator Pitch</p> <p><b>Record/Post Elevator pitch, upload</b> video to Forums, Week 4</p>
<p><b>Present Elevator Pitch via Forums</b></p> <p>Complete draft -Business Model Canvas Develop an understanding of the Customer Discovery process and its importance to Business Model Development Develop an understanding of the Community Resources available to assist with SE Development</p> <p>Wrap Up</p>	<p><b>REMINDER: Post Elevator Pitch – video recording to the Forum no later than</b></p> <p><b>Review (min 2 pitches) provide feedback to your peers.</b></p> <p><b>Business Model Canvas</b> Submit to the Assignment Folder in OWL</p> <p><b>Forum Discussion/Wrap Up: Optional</b></p>

This course outline is a sample only and is subject to change.