



## MGMT-305 – Social Enterprise

### Business

**Effective Term & Year:** Fall 2023

**Course Outline Review Date:** 2028-03-01

**Program Area:** Business Management

#### 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 Methods:** Online

**Credit Type:** College of the Rockies Credits

**Credits:** 3

**Course type/s:** Business Management

#### Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	

Practicum/Field Experience	
Co-op/Work Experience	
Other	
<b>Total</b>	<b>45</b>

### Course Requisites:

- Earned a minimum grade of C- (55%) in at least 1 of the following:
  - ENGL100 – English Composition (3)
  - COMC101 – Technical and Professional Writing (3)

### Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

### Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

### Textbook 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 <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.*

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## 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.*

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## Evaluation and Assessments

### Assessment Type: Online

Assessment Type	% of Total Grade
Assignments	55%
Online Discussion and Participation	15%
Final Project	30%
Total	100%

### Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

**Pass requirements:** The final exam must be completed.

**Evaluation Notes:** 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.

### Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

### Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

### Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.