



## *Syllabus*

### *Strategic approaches to social entrepreneurship and innovation - 34458*

*Last update 25-09-2019*

*HU Credits: 2*

*Responsible Department: Education*

*Academic year: 0*

*Semester: 2nd Semester*

*Teaching Languages: English*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Dr Jonathan Mirvis*

*Coordinator Email: [Jonathan..mirvis@mail.huji.ac.il](mailto:Jonathan..mirvis@mail.huji.ac.il)*

*Coordinator Office Hours: Monday 930-1930*

*Teaching Staff:*

*Dr. Jonathan Mirvis*

*Course/Module description:*

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*In this course students will be introduced to the key concepts, theories and paradigms of social entrepreneurship with a specific application to education*

*Course/Module aims:*

*he aims of the course are to enable the students to be well versed in the literature and research of social entrepreneurship and particularly those aspects which pertain to Education. Hopefully the approached studied will be applicable in the field as well*

*Learning outcomes - On successful completion of this module, students should be able to:*

*Students will acquire insights and familiarity with the literature of social entrepreneurship and be able to apply the theories and paradigms to education*

*Attendance requirements(%):*

*80*

*Teaching arrangement and method of instruction: Lectures and guest lectures*

*Course/Module Content:*

*Bibliography*

*What is Social entrepreneurship*

*1. Schumpeter, J.A. (2000). "Entrepreneurship as Innovation". In: R. Swedberg (Ed.). Entrepreneurship: The Social Science View. Oxford: Oxford University Press, pp. 51-75.*

*2. Dees, J.G., and Economy, P. (1998). The Meaning of "Social Entrepreneurship". <http://www.redalmarza.cl/ing/pdf/TheMeaningofsocialEntrepreneurship.pdf>*

*Social Value*

*Sources of Innovation*

*3. Young, R. (2006). "For What It is Worth: Social Value and the Future of Social*

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Entrepreneurship. In A. Nicholls (Ed.). *Social Entrepreneurship: New Models of Sustainable Social Change*. Oxford: Oxford University Press, pp. 56-73.  
[http://www.untag-smd.ac.id/files/Perpustakaan\\_Digital\\_1/ENTREPRENEURSHIP%20social%20entrepreneurship,%20New%20m.pdf](http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/ENTREPRENEURSHIP%20social%20entrepreneurship,%20New%20m.pdf)

4. Jeffrey H. Dyer, Hal B. Greogersen, and Clayton M. Christensen (2009). "The Innovator's DNA." *Harvard Business Review* December 2009, pp. 208.  
<http://uncw.edu/studentaffairs/pdc/documents/HBR-InnovatorsDNA.pdf>

### *Sources of Innovation*

5. Drucker, F.P. (1985). "The Discipline of Innovation". *Harvard Business Review* (August 2002), pp. 95-102.  
[http://mis.postech.ac.kr/class/MEIE780\\_AdvMIS/2012%20paper/Part1%20%28Pack1-3%29/01\\_intro/1-2%29%20The%20Discipline%20of%20Innovation.pdf](http://mis.postech.ac.kr/class/MEIE780_AdvMIS/2012%20paper/Part1%20%28Pack1-3%29/01_intro/1-2%29%20The%20Discipline%20of%20Innovation.pdf)

6. Christensen, C.M. (2002). "The Rules of Innovation". *Technology Review*, published by MIT, June 2002.  
<http://www.technologyreview.com/featuredstory/401451/the-rules-of-innovation/>

### *Blue Ocean Strategy*

7. Kim, C., & Mauborgne, R. (2001). "Creating New Market Space". *Harvard Business Review on Innovation*. USA: Harvard Business School Publishing Corporation, pp. 1-30.  
[https://www.unifr.ch/management/assets/files/courses/hs11\\_svc/Kim%20&%20Mauborgne%201999.pdf](https://www.unifr.ch/management/assets/files/courses/hs11_svc/Kim%20&%20Mauborgne%201999.pdf)

8. Kim, C., & Mauborgne, R. (2004). "Blue Ocean Strategy". *Harvard Business Review*. USA: Harvard Business School Publishing Corporation, pp.1-9.  
<http://info.psu.edu.sa/psu/fnm/ymelhem/blue%20ocean%20str.v2.pdf>

### *Disruptive Innovation*

9. Christensen, C. M., and Overdorf, M. (2001). "Meeting the Challenge of Disruptive Change". *Harvard Business Review on Innovation*. USA: Harvard Business School Publishing Corporation, pp.103-129.  
<http://www.zurichna.com/internet/zna/SiteCollectionDocuments/en/media/FINAL%20HBR%20Meeting%20Challenge%20of%20Disruptive%20Change.pdf>

### *Theory of Change*

10. Bradach, D. "Going to Scale: The Challenge of Replicating Social Programs".

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Stanford Social Innovation Review, Spring 2003 pp. 19-25  
[http://www.ssireview.org/images/articles/2003SP\\_feature\\_bradach.pdf](http://www.ssireview.org/images/articles/2003SP_feature_bradach.pdf).

### *Branching and Franchising*

11. Grossman, A., Kasturi Rangan, V. (2000). "Managing Multisite Nonprofits". Harvard Business School Social Enterprise Series, No. 8, pp. 321-337. Published Online: 14 Jul 2003 DOI: 10.1002/nml.11306.  
[http://www.socialimpactexchange.org/sites/www.socialimpactexchange.org/files/Managing\\_MultiSite\\_Nonprofits\\_0.pdf](http://www.socialimpactexchange.org/sites/www.socialimpactexchange.org/files/Managing_MultiSite_Nonprofits_0.pdf)

### *Diffusion of Innovation.*

12. Rogers E. M. (1995). *Diffusion of Innovations*, 4th edition. New York: The Free Press, pp. 252-268.  
<http://www.d.umn.edu/~lrochfor/ireland/dif-of-in-ch06.pdf>.

### *Human Resources*

13. Gittel, J.H. (2002). *The Southwest Airlines Way: Using the Power Relationships to Achieve High Performance*. New York: McGraw-Hill, pp. 197-207.  
<http://www.theclci.com/resources/TheSouthwestAirlinesWay.PDF>

14. Hertzberg, F. "One More Time: How Do You Motivate Your Employees?" *Harvard Business Review* (September-October 1987), pp. 5-16.  
[http://www.facilitif.eu/user\\_files/file/herzburg\\_article.pdf](http://www.facilitif.eu/user_files/file/herzburg_article.pdf)

### *Social Enterprise*

15. Dees, J.G. "Enterprising Nonprofits". *Harvard Business review on Nonprofits*. Boston: Harvard Business School Publishing, 1999, pp. 135-166.  
<http://www.uic.edu/sph/phtpg/Content/Reading%20Room/Articles/Dees%20Enterprising%20Nonprofits.pdf>

16. Quarter, J. (2000). *Beyond the Bottom Line: Socially Innovative Business Owners*. Westport, CT.: Quorum Books, pp. 135-150.

### *Funding Models*

17. Foster, W. L., Kim, P., & Christiansen B. "Ten Nonprofit Funding Models". *Stanford Social Innovation Review*. Spring 2009  
[http://www.ssireview.org/pdf/2009SP\\_Feature\\_Foster\\_Kim\\_Christiansen.pdf](http://www.ssireview.org/pdf/2009SP_Feature_Foster_Kim_Christiansen.pdf).

### *Philosophies of Education*

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18. Rogers, C. R. *Freedom to Learn*. Columbus, Ohio: C.E. Merrill, 1969, pp. 279-297.
19. Hutchins, R. *The Great Books*. New York: Simon and Schuster, 1954, Chapter 3, pp. 26-32.
- 20 Adler, M. *Reforming Education*. Boulder: Westview Press, 1977, pp. 275-280.
- 23 Durkheim, E. *Education and Sociology*. Glencoe, IL: Free Press, 1956, pp. 61-90.

Required Reading:

Please see above

Additional Reading Material:

Will be given in the duration of the course

Course/Module evaluation:

End of year written/oral examination 100 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 0 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

Upon request