Syllabus

ENTREPRENEURSHIP AND SOCIAL INNOVATION - 59525

Last update 22-09-2018

HU Credits: 2

Responsible Department: Glocal International Development

Academic year: 0

Semester: 2nd Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Jonathan Mirvis

Coordinator Email: jonathan.mirvis@mail.huji.ac.il

Coordinator Office Hours: Monday 1230-1400

Teaching Staff:
Dr. Jonathan Mirvis

Course/Module description:
This course deal with the key concepts and of social entrepreneurship. While a

differentiation is made between this field and commercial entrepreneurship, applicable paradigms from the latter are studied

Course/Module aims:
  The goals are to enable the students to master the language and literature of social entrepreneurship. Furthermore as practitioners in the field they should be able to apply the principle to their endeavors

Learning outcomes - On successful completion of this module, students should be able to:
  Students should be able to to participate meaningfully in social entrepreneurial startups

Attendance requirements(%):
  80

Teaching arrangement and method of instruction: Interactive lectures
Guest lecturers

Course/Module Content:

GLOCAL
 Entrepreneurship and Social Innovation

 59525 תשע"ז

Dr Jonathan Mirvis
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Tel: 02-588-1294

Student Reception hours: Monday 1230-2 Room 407

Course Requirements
1. Active Participation
2. Reading of Articles
3. Submission of Final assignment

Bibliography

The Foundation Concepts

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

3. Young, R. (2006). ⬚For What It is Worth: Social Value and the Future of Social 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%20S ocial%20entrepreneurship,%20New%20m.pdf*

4. Mulgan, G. ⬚Measuring Social Value⬚. Stanford Social Innovation Review, Summer,2010 *http://www.ssireview.org/pdf/2010SU-Feature_Mulgan.pdf*

The Sources of Innovation

5. 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*

6. 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*

The Theory of Change

7. Bradach, D. ⬚Going to Scale: The Challenge of Replicating Social Programs⬚. Stanford Social Innovation Review, Spring 2003 pp. 19-25 *http://www.ssireview.org/images/articles/2003SP_feature_bradach.pdf*

Enlarging rhe market

8. 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/

9. 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

10. 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

11. 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
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Distribution Models

12. 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

Diffusion

13. 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.

Importance of Human Reseouces

14. Gittel, J.H. (2002). The Southwest Airlines Way: Using the Power Relationships to Achieve High Performance. New York: McGraw-Hill, pp. 197-207.

15. 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

Social Enterprise

16. 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

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

Sustainability
18. 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.

19. Mulgan, G. ☐Measuring Social Value☐. Stanford Social Innovation Review, Summer,2010
http://www.ssireview.org/pdf/2010SU-Feature_Mulgan.pdf

Required Reading:
 Please see above

 Additional Reading Material:
  David Bornstein: How to Change the World

   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