

## *The Hebrew University of Jerusalem*

### *Syllabus*

## *Initiating operating and managing Social Enterprises - 3027*

*Last update 22-08-2018*

*HU Credits:* 4

*Degree/Cycle:* 2nd degree (Master)

*Responsible Department:* Non profit Management and Leadership

*Academic year:* 0

*Semester:* Yearly

*Teaching Languages:* Hebrew

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Dr. Yoel Siegel

*Coordinator Email:* [yoels214@zahav.net.il](mailto:yoels214@zahav.net.il)

*Coordinator Office Hours:*

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Teaching Staff:

Dr. Yoel Siegel

Course/Module description:

*In recent years, a new strategy has been evolving to achieve social goals by promoting social businesses and social entrepreneurship, which is an integral part of the "triple bottom line" concept - social, economic, and environmental.*

*In this course, we will learn about the development of social business, social entrepreneurship in Israel and around the world. We will address the structured conflicts between business goals and social goals.*

Course/Module aims:

*Students will be guided in establishing their own social business, from the stage of formulation to the stage of implementation. The learning process will also involve sharing insights among the students themselves.*

*The course will enable students to integrate social / professional values with the theoretical concepts while carrying out the practical establishment of a social business*

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

- i. To give students experience in establishing a social business*
- ii. To give students the opportunity to integrate their knowledge in promoting a social venture both as owners of a business themselves or as a business-social enterprise within the framework of a non-profit organization*
- iii. To learn how to connect the goals of social change to a business strategy*

Attendance requirements(%):

*all classes -*

*Teaching arrangement and method of instruction: • The students will work in pairs or individually to establish a social business*

- Every enterprise will need to formulate a sustainable business and management plan*
- The students will meet both in a classroom setting and in small groups to receive individual guidance*
- When appropriate the students will work with a Mentor*

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Course/Module Content:

*Primary Topics of Study:*

1. What is a social business
2. Project management
3. Goals and objectives Actions
4. LOG FRAME AND GANTT CHART
5. Social and business strategies
6. Designing a social business
7. Social Networking
8. Building partnerships
9. Competition for resources
10. Trust
11. Contingency Plans - Alternative methods of action
12. Social feasibility
13. Literature Analysis and Project Design
14. Customer Cooperation
15. Management of consultants
16. Working with a Board of Directors
17. Articles of association/incorporation
18. Monitoring - Evaluating - Learning

Required Reading:

Burt, Ronald. *Structural Holes*. (1995) Chapter 1

*Community Services*. London: Routledge.

Social work library 361.45 D99

Finn, J.L. & Jacobson, M. (2003). *Just practice: A social justice approach to social work*. Peosta, IA: Eddie Bowers. Ch. 8, 327-368 (on Evaluation). ERESERVE 001736003

Gamble, D.N & Weil, M. (2010). *Community practice skills: Local and global perspectives*. New York: Columbia University Press. Ch. 8, Inclusive program development, 246-285. ERESERVE 001737243

Hardcastle, D.A., Powers, P.R. with Wenocur, S. (2004). *Community Practice: Theories and skills for social workers*. (Second edition). Oxford: Oxford University Press Social work library. 361.45069 H273 also E-BOOK 001857464

Ch 5, community intervention and programs: Let's extend the clan. Pp. 120-137.  
Ch. 7, Using assessment in community

Habor, Jason. *The Business of Good*. (2016). Introduction

Steven D. Soifer, Joseph B. McNeely, Cathy Costa, and Nancy Pickering-Bernheim  
*Community Economic Development in Social Work* (2014) Chapter 1

Soifer, Steven D.; McNeely, Joseph B.; Costa, Cathy; Pickering-Bernheim, Nancy  
(2014-11-18). *Community Economic Development in Social Work* (Foundations of

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Social Work Knowledge Series) . Columbia University Press. Kindle Edition.  
Mintzberg, Henry – Rise and Fall of Strategic Planning  
<https://hbr.org/1994/01/the-fall-and-rise-of-strategic-planning/ar/1>  
Trout, Jack. The New Positioning (1996) Chapter 3-4.  
אריאלי, דן לא רציונלי ולא במקרה. (2008). פרק 3.  
מינצברג, הנרי, ספארי אסטרטגיות (2006) פרק 1 ופרק 12

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 0 %  
Presentation 10 %  
Participation in Tutorials 0 %  
Project work 80 %  
Assignments 0 %  
Reports 10 %  
Research project 0 %  
Quizzes 0 %  
Other 0 %

Additional information:

None