



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *social enterprises - new options for social change - 3048*

*Last update 17-09-2024*

*HU Credits: 2*

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

*Responsible Department: Non profit Management and Leadership*

*Academic year: 0*

*Semester: 1st Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Adv/ Rachel Benziman*

*Coordinator Email: [rbenziman@gmail.com](mailto:rbenziman@gmail.com)*

*Coordinator Office Hours:*

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Teaching Staff:

Rachel Benziman

Course/Module description:

Social enterprise, the utilizing market based strategies for addressing social goals is a well developed phenomenon of the last 20 years, in a variety of forms. The course will deal with the historical and sociological background of the phenomenon; the different models existing in the West and in developing countries; the managerial and social challenges faced by practitioners; evaluations and criticism of the field; and an analysis of the Israeli models. Guest speakers in the course will be: social entrepreneurs, nonprofit leaders and business people active in the field.

Course/Module aims:

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

At the end of the course the students will be familiar with various models of social enterprises, with the dilemmas facing entrepreneurs in the field, with the new legal structures for social enterprises and with the social investment arena.

Attendance requirements(%):

100%

Teaching arrangement and method of instruction: Lectures and meetings with social entrepreneurs and social impact investors

Course/Module Content:

- Introduction to social entrepreneurship general context, definitions, spectrum and models, social enterprise and social entrepreneurship – what's in a definition
- Geography or politics: a comparative overview of the development of social enterprises in third world countries; in North America and in Europe- issues of definitions and the attempts of accreditation.
- The challenges of conducting a business with double or triple bottom line.
- The social investment market and social enterprises: impact investment, CDFI's and social impact bonds

- *The legal frameworks for social enterprises: Israel UK and USA*
- *Business planning for social enterprises*

#### Required Reading:

Nicholls, Alex (ed.) (2006), *Social Entrepreneurship: New Models of Sustainable Social Change*, Oxford University Press.

Oster, Sharon M, Massarsky, Cynthia W, Beinhacker, Samantha L. (Editors), (2004), *Generating and Sustaining Nonprofit Earned Income*, Jossey-Bass,

פורטוגלי אמנון, דניאלי מילר נתנאלה, מקורות הכנסה עצמיים למלכ"רים: מימוש הייעוד החברתי באמצעות הפעילות העסקית, , חברה אזרחית ומגזר שלישי בישראל א(2), (תשס"ח - 2007 עמ' 8-25

יאנג דניס ר., מתח בין הייעוד לשוק בניהול מלכ"רים, ביטחון סוציאלי 70, דצמבר 2005, עמ' 32-55.

Dees, Gregory, *The meaning of Social Entrepreneurship* (1998 revised 2001)

Defourny, Jacques, Nyssens Marthe (eds.) (2008) *Social Enterprises in Europe: Recent Trends and Developments*, WP no. 08/01, EMES Europeans Research Network

Foster, William and Bradach Jeffrey, (2005) *Should Nonprofits Seek Profit?* Harvard Business Review, February 2005, p.2-10

Massarsky, Cynthia W, Beinhacker, Samantha L. *Enterprising Nonprofits: Revenue Generation in the Nonprofit Sector*, (2002) Yale School of Management - The Goldman Sachs Foundation Partnership on Nonprofit Ventures.

Martin, Roger L. and Osberg, Sally, *Social Entrepreneurship: The Case for Definition*. Stanford Social Innovation Review, Spring 2007, pp. 29-39.

Prahalad, C.K., Hammond, Allen, (2002), *Serving the World's Poor, Profitably*, Harvard Business Review, September 2002

Yunus Muhammad, Nobel Lecture

[http://nobelprize.org/nobel\\_prizes/peace/laureates/2006/yunus-lecture-en.html](http://nobelprize.org/nobel_prizes/peace/laureates/2006/yunus-lecture-en.html)

#### Additional Reading Material:

• בניזמן, רחל, עסקים חברתיים - מי מגדיר, למה ואיך?, אנליזה ארגונית מס' 23,

ספטמבר 2017, עמ' 7-23.

• פרקים לבחירה מתוך: גדרון, בני, אבו, ענבל, עסקים חברתיים בישראל, מהדרה להכלה חברתית

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וכלכלית, 2014

• Young, R. Dennis, Brewer, V. Cassady, Introduction in Young et. al, eds , *The Social Enterprise Zoo*, Elgar 2016, pp. 3-14.

• Jacques Defourny and Marthe Nyssens, *Conceptions of Social Enterprise in Europe and the United States: Convergences and Divergences*, *Journal of Social Entrepreneurship*, 1: 1, 32 — 53

• Kerlin J, *A Comparative Analysis of the Global Emergence of Social Enterprise*, *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, Vol. 21, no. 2, pp. 162-179.

:

• *Social Value Economy- A Survey of the social Enterprise Landscape in India*, the British Council , 2016

Prahalad & Hammond, *Serving the World's Poor, Profitably*, *Harvard Business Review*, September 2002.

Counts, Alex, *Reimagining Microfinance*, *Stanford Social Innovation Review*, Summer 2008

• אברוצקי ג, אשכנזי. א (2011), יזמות חברתית בישראל - מיפוי וכיוונים להמשך

Gidron, B. (2016). "The Dual Hybridity of Social Enterprises for Marginalized Populations". *Journal of Social Entrepreneurship*, 8(1): 1-13.

Boschee, Jerr, *Social Entrepreneurship: The Promise and the Perils*, in *Social Entrepreneurship: New Models of Sustainable Social Change*, pp. 356-390,

ASAFE: *Strategic Challenge for E-Commerce Promotion in Central Africa*, Schwab Entrepreneur Case Study 2003-01

assarsky, Cynthia W, Beinhacker, Samantha L. *Enterprising Nonprofits: Revenue Generation in the Nonprofit Sector*, (2002) Yale School of Management – The Goldman Sachs Foundation Partnership on Nonprofit Ventures.

Hartigan, Pamela, *Delivering on the Promise of Social Entrepreneurship: Challenges Faced in Launching a Global Social Capital Market*, in *Social Entrepreneurship: New Models of Sustainable Social Change*, pp. 329-355;

Julie Battilana, et al. , *In Search of the Hybrid Ideal*, *Stanford Social Innovation*

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*Review, Summer 2012*

*Dees , Gregory and Battle Anderson , Beth, (2003), For-Profit Social Ventures, in , Marilyn L. Kourilsky and William B. Walstad (eds.), Social Entrepreneurship 2003, Senate Hall Academic Publishing.p.1-26*

*Lynch & Walls, Preception versus Reality in Mission Inc. ,The Practitioner's Guide to Social Enterprise, pp. 99-113. (2009)*

פיט, גליה; (2011) , עסקים חברתיים בארגונים חברתיים בישראל: סוגיות בהתאגדות ובמיסוי, מעשי משפט, ד', 185-203.

*Grading Scheme:*

*Essay / Project / Final Assignment / Home Exam / Referat 90 %*

*Active Participation / Team Assignment 10 %*

*Additional information:*