

The Hebrew University of Jerusalem

Syllabus

Strategic Approaches to Entrepreneurship and Innovation in Education - 34590

Last update 05-10-2021

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Education

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr Jonathan Mirvis

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

Coordinator Office Hours: Wednesday 1030-1200

Teaching Staff:

Dr. Jonathan Mirvis

Course/Module description:

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:

The 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:

Strategic Approaches in Entrepreneurship and Innovation

Course 34590

Dr Jonathan Mirvis

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Course Requirements

- a. *Active Participation in the course*
- b. *Reading of Articles*
- c. *Final Assignment*

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 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
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
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

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". *Stanford Social Innovation Review*, Spring 2003 pp. 19-25

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

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

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.

Philosophies of Education

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:

In the event that the classes are taught via Zoom, students will be required to leave their cameras open as part of their participation requirement

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