



## *The Hebrew University of Jerusalem*

### *Syllabus*

## **SOCIAL ENTREPRENEURSHIP - 3660**

*Last update 03-10-2017*

*HU Credits:* 2

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

*Responsible Department:* management of ngo"s and social organizations

*Academic year:* 0

*Semester:* 2nd Semester

*Teaching Languages:* Hebrew

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Dr Jonathan Mirvis

*Coordinator Email:* [msmirvis@mscc.huji.ac.il](mailto:msmirvis@mscc.huji.ac.il)

*Coordinator Office Hours:* Monday 1430-1600

*Teaching Staff:*

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Dr. Jonathan Mirvis

Course/Module description:

An assumption of the course is that social entrepreneurship is crucial for the advancement of social goals .  
The course deals with the development of initiatives with the use of commercial paradigms with a focus on the unique aspects of the social arena

Course/Module aims:

- 1 in depth knowledge of the latest research in the area
- 2 . Knowledge of commercial models which are relevant to the social sector

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

Students will have an in-depth understanding of the theories and paradigms which underlie social entrepreneurship.

In addition they will be able to evaluate social initiatives from multiple perspectives

Attendance requirements(%):

80%

Teaching arrangement and method of instruction: Interactive lectures and Guest lecturers who will present case studies

Course/Module Content:

Social Entrepreneurship  
תשע"ה - 03660

Dr Jonathan Mirvis  
msmirvis@gmail.com

Tel: 02-588-1294

Student Reception hours: Monday 1230-2 Room 407

Course Requirements

1. Active Participation

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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.
4. Mulgan, G. "Measuring Social Value". *Stanford Social Innovation Review*, Summer, 2010  
[http://www.ssireview.org/pdf/2010SU-Feature\\_Mulgan.pdf](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](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](http://www.ssireview.org/images/articles/2003SP_feature_bradach.pdf)

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## Enlarging the 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](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>

## 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](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 Resources

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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](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](http://www.ssireview.org/pdf/2009SP_Feature_Foster_Kim_Christiansen.pdf).

19. Mulgan, G. "Measuring Social Value". *Stanford Social Innovation Review*, Summer, 2010  
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תכנית הקורס:

#### Date Topic Article

17.2.2014 Central Concepts 1-2

24.2.2014 Social Value 3

3.3.2014 Sources and strategies of innovation 6-4

10.3.2014 Blue Ocean Strategy 7-8

24.3.2014 Disruptive Innovation 9

31.3.2014 Visiting Lecturer 9

28.4.2014 Theory of Change and Distribution 10-11

12.5.2014 Diffusion 12-13

19.5.2014 Visiting lecturer

26.5.2014 Investment in human capital 14-15

2.6.2014 Social enterprise 16-17

9.6.2014 Financial stability 18

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16.6.2014 Is it possible to evaluate social impa 19

Required Reading:

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*Additional Reading Material:*

*Course/Module evaluation:*

*End of year written/oral examination* 90 %

*Presentation* 0 %

*Participation in Tutorials* 10 %

*Project work* 0 %

*Assignments* 0 %

*Reports* 0 %

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*Research project 0 %*  
*Quizzes 0 %*  
*Other 0 %*

*Additional information:*