



The Hebrew University of Jerusalem

Syllabus

SOCIAL ENTREPRENEURSHIP - 3660

Last update 27-10-2024

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Non profit Management and Leadership

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: Monday 15-1630

Teaching Staff:

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:

ביה"ס לעבודה סוציאלית ולרווחה חברתית ע"ש פאול ברוואלד

יזמות חברתית

03660

תשפ"ד

ד"ר יונתן מירוויס

דרישות הקורס:

א. נוכחות והשתתפות פעילה

ב. קריאת מאמרים

ג. הגשת תרגיל מסכם

הגרת המושג יזמות חברתית

1. Dees, J. Gregory and Beth Battle Anderson. 2006. "Framing a Theory of Social Entrepreneurship: Building on Two Schools of Practice and Thought". In Rachel Mosher-Williams (ed.), *Research on Social Entrepreneurship*, ARNOVA Occasional Paper Series 1(3): 39-66. https://cdn.ymaws.com/arnova.site-ym.com/resource/resmgr/Publications/ARNOVA_Research_on_Social_En.pdf
2. Dees, J. G., (1998). *The Meaning of Social Entrepreneurship*. Kansas City: Ewing Marion Kauffman Foundation. Free access: https://centers.fuqua.duke.edu/case/wp-content/uploads/sites/7/2015/03/Article_Deess_MeaningofSocialEntrepreneurship_2001.pdf

צורך חברתי או חזון חברתי?

3. Mirvis, J. (2016). "Maximizing the Possibility of Success," *It's Our Challenge: A Social Entrepreneurship Approach to Jewish Education*. Oxford & Shrewbury: YouCaxton. Ch

ערך חברתי ותשואה חברתית

4. 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. Main Library HD 60 S593 2011; E-BOOK
5. Mirvis, J. (2016). "Maximizing the Possibility of Success," *It's Our Challenge: A Social Entrepreneurship Approach to Jewish Education*. Oxford & Shrewbury: YouCaxton. Ch. 5, pp. 69-85.

התאוריה של שינוי

6. Mirvis, J. (2016). "Maximizing the Possibility of Success," *It's Our Challenge: A Social Entrepreneurship Approach to Jewish Education*. Oxford & Shrewbury: YouCaxton. Ch. 5, pp. 69-85.
7. Bradach, J. (2003, Spring). *Growing to Scale: The Challenge of Growing Social Programs*. *Stanford Social Innovation Review*, 19-25. Free access: http://ssir.org/images/articles/2003SP_feature_bradach.pdf

Jobs to be Done

8. Nobel, C. (2011, February 15). *Clay Christensen's Milkshake Marketing*. Harvard Business School Working Knowledge. Free access: <http://hbswk.hbs.edu/item/clay-christensens-milkshake-marketing>

אסטרטגיית האוקיינוס הכחול

9. Kim, C., & Mauborgne, R. (2004). "Blue Ocean Strategy". *Harvard Business Review*, vol. 47, no. 3, pp. 1-9. E-JOURNAL

חדשנות משבשת

101, Christensen, C., & Overdorf, M. (2000, March-April). "Meeting the Challenge of Disruptive Innovation". *Harvard Business Review*, vol. 78, no. 2, p. 1-10. E-JOURNAL

פיתוח תהליכים ומוצרים חדשים

11. Brown, T. & Wyatt, J. (2010, Winter). *Design Thinking for Social Innovation*. *Social Innovations Review*, 30-35. Free access:

http://ssir.org/images/articles/2010WI_Features_WyattBrown_New.pdf

גישור

12. Mirvis, J. (2016). "Bridging," *It's Our Challenge: A Social Entrepreneurship Approach to Jewish Education*. Oxford & Shrewbury: YouCaxton. Ch. 10, pp. 171-190.

עיצוב פלטפורמות

13. Mirvis, J. (2016). "Design of platforms," *It's Our Challenge: A Social Entrepreneurship Approach to Jewish Education*. Oxford & Shrewbury: YouCaxton. Ch. 11, pp. 193-216.

שינוי כללי המשחק

14. Mirvis, J. (2016). "Changing Rules," *It's Our Challenge: A Social Entrepreneurship Approach to Jewish Education*. Oxford & Shrewbury: YouCaxton. Ch. 12, pp. 217-240.

הפצה

15. Grossman, A. & Rangan, V.K. (2000). "Managing Multi-site Nonprofits". *Harvard Business School Social Enterprise Series*, no. 8, pp. 321-337. Free access:

http://www.socialimpactexchange.org/files/Managing_MultiSite_Nonprofits_0.pdf

עסקים חברתיים

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%20Enterpris>

ing%20Nonprofits.pdf

17. Yunus, M. (2007) *Creating a World Without Poverty*. PublicAffairs NY, NY.
Chapters One and Two. Pp 3-42

Required Reading:
Please see above

Additional Reading Material:
Bornstein, 2004
Bornstein D.
How to change the world: Social entrepreneurship and the power of ideas
Oxford University Press (2004)

Grading Scheme:
Essay / Project / Final Assignment / Home Exam / Referat 90 %
Submission assignments during the semester: Exercises / Essays / Audits / Reports
/ Forum / Simulation / others 10 %

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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