

The Hebrew University of Jerusalem

Syllabus

Social Entrepreneurship and writing a Business Plan - 55337

Last update 29-08-2021

HU Credits: 4

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Business Administration

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Micki Eisenman

Coordinator Email: mickie@huji.ac.il

Coordinator Office Hours: before and after the class

Teaching Staff:

Dr. Micki Eisenman

Course/Module description:

The social entrepreneurship workshop allows students to experience the development of a business idea that aims to yield a profit that is also measured as a social value and not just as a financial gain. Students will work in groups to come up with a business-social idea, for a business that even if it does not earn at least can be balanced, and develop it into a business plan. Initiating a social business and building a business model for its development and management in the first years of its existence is a process that relies on the variety of materials studied as part of the degree studies in business administration. But, this is not an exercise with a "solution" but a thought process that requires creativity and patience as there is no one right way to build a venture, usually not all the information required to make decisions about the venture, and no control over competitors and market forces. This creative challenge guarantees you an interesting experience. And for those of you who want to continue developing the project beyond the course, the development of the program will be a significant springboard. In addition, thinking about social added value as a goal is a certain change in the way of thinking that characterized many of the degree courses, and thus there is a challenging and interesting innovation. Finally, teamwork is also an important experience.

Course/Module aims:

Practical experience in developing an idea for an entrepreneurial business that tries to combine economic profit with social profit;

- Experience in the entrepreneurial thinking experience characterized by making decisions in conditions of uncertainty;
- Practical experience in writing a business plan;
- Integration of many areas of knowledge from business administration studies;
- Opportunity to use the school as a supportive environment for developing a business idea that can be realized after completing the course.

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

Upon completion of the course you will have: 1) an in-depth understanding of the process of writing a business plan; 2) Practical experience in the way of thinking that characterizes the development of social business. This experience will allow you to better understand whether an entrepreneurial career, as entrepreneurs in general and social entrepreneurs in particular, is an option that can suit you. 3) In-depth knowledge of the market in which you plan to compete. Even if you do not choose to continue the project, the knowledge you will gain will allow you a degree of expertise and in-depth knowledge of a particular market.

Attendance requirements(%):

80%

Teaching arrangement and method of instruction:

Course/Module Content:

The course is conducted as a seminar in the sense that much of the work is done independently, with instructor guidance, in the periods between the sessions. The group sessions are built around giving feedback, answering questions, and brainstorming with the instructor. The sequence of meetings is planned so that at the end of the semester each group will have a business plan. At the end of the semester, the groups will present their ideas to all the students in the course, and this will be an opportunity to develop your presentation ability and your ability to "sell" an idea.

Required Reading:

- Martin, R.L. and Osberg, S., 2015. *Getting beyond better: How social entrepreneurship works*. Harvard Business Review Press.
- Christensen, C.M., 2010. *How will you measure your life*. Harvard Business Review, 88(7-8), pp.46-51.
- Rangan, V.K. and Gregg, T., 2019. *How Social Entrepreneurs Zig-Zag Their Way to Impact at Scale*. California Management Review, 62(1), pp.53-76.
- HBR's 10 Must Reads on Nonprofits and the Social Sectors. 2019 (Product #: 10236-PDF-ENG)
- Ogden, T., 2009. *Kiva: A Cautionary Tale of Social Entrepreneurs?*. HBR Blog Network.

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 0 %
Presentation 10 %
Participation in Tutorials 0 %
Project work 40 %
Assignments 50 %
Reports 0 %
Research project 0 %
Quizzes 0 %

Other 0 %

Additional information: