

The Hebrew University of Jerusalem

Syllabus

STRATIGIC APPROACHES TO SOCIAL INNOVATION - 63912

Last update 16-09-2015

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: jewish education

Academic year: 0

Semester: 1st and/or 2nd Semester

Teaching Languages: English

Campus: Mt. Scopus

Course/Module Coordinator: Jonathan Mirvis

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

Coordinator Office Hours: Monday 1030-1200

Teaching Staff:

Dr. Jonathan Mirvis

Course/Module description:

This course offers a strategic approach to social entrepreneurship and social innovation. We will borrow paradigms and theories from the commercial world in order solidify our strategic approach

Course/Module aims:

The aims of the course are to enable the students to master the literature on social entrepreneurship

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

The aim of the course is to enable the students to have a solid grounding in the bibliography and theories of this growing academic area

Attendance requirements(%):

80

Teaching arrangement and method of instruction: The class size will be limited to enable ensure an interactive approach

Course/Module Content:

*Social Entrepreneurship
תשע"ה-63912*

*Dr Jonathan Mirvis
msmirvis@gmail.com*

Tel: 02-588-1294

Student Reception hours: Monday 1230-2 Room 407

Course Requirements

- 1. Active Participation*
- 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

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

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

Enlarging rhe 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

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

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

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

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.

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

http://www.ssireview.org/pdf/2010SU-Feature_Mulgan.pdf

Required Reading:

Please see above

Additional Reading Material:

Grading Scheme:

Additional information: