



STANFORD UNIVERSITY

[Public Policy Program Listings, Stanford University, Academic Year 2002-2003]

Social Entrepreneurship Course Series (190, 191, 192, 193)

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PP190/URBS192A. Social Innovation and the Social Entrepreneur. Invited lecture series. Introduces students to the perspectives and endeavors of thought leaders and entrepreneurs who address social needs in the U.S. and internationally through innovative private for-profit and nonprofit or non-governmental organizations. A selective investigation of topics covered in greater detail in 191 and 192. Recommended: concurrent enrollment in 193 for students creating and developing U.S. and international social entrepreneurship initiatives.

1 unit, Aut (Bloom)

PP191/URBS192B. Business Concepts and Skills for the Social Sector. Recommended for students taking 192. Introduces core concepts in organizational mission, strategy, marketing, finance, decision making, and organizational behavior for U.S. and international organizations. Focus is on the adaptation of these concepts for use in the social sector, exploring the limits of using business-based methods to serve social objectives. Conceptual articles and some case studies. Prerequisites: ECON 1. Students with no background in organizations, business strategy, and finance will benefit from taking 191 before taking 192. Required: concurrent enrollment in 193. Enrollment limited to 30.

3 units, Win (Bloom, Scher)

PP192/URBS192C. Social Entrepreneurship: Mobilizing Private Resources for the Common Good. The search for innovative responses to social needs, the role of private initiatives, for-profit and not-for-profit, and the challenges associated with these initiatives in the U.S. and internationally. Theoretical issues: defining the social good and assessing the role of market forces, philanthropy, and government. Practical issues: developing an organizational mission, recognizing specific opportunities for social improvement, forming an enterprise that responds to those opportunities, developing organizational and funding strategies, evaluating performance, managing the enterprise, and creating sustained positive impact and social value. Readings: business school cases and a range of theoretical and practical articles. Prerequisites: ECON 1 and 191 or equivalent. Required: concurrent enrollment in 193. Enrollment limited to 30.

4 units, Spr (Bloom, Scher)

PP193/URBS192L. Social Entrepreneurship Collaboratory (Lab). A new laboratory where interdisciplinary student teams create and develop U.S. and international social entrepreneurship initiatives. Proposed initiatives may be new entities, or innovative projects, partnerships, and/or strategies impacting existing organizations and social issues in the U.S. and internationally. Focus is on each team's research and on planning documents to further project development. Project development will vary with the quarter and the skill set of each team, but should include: issue and needs identification; market research; design and development of an innovative and feasible solution; and drafting of planning documents. Also, in advanced cases, solicitation of funding, and implementation of a pilot project.

Enrollment limited to 30. Prerequisite: 190, 191, or 192, or consent of instructor.

1-5 units, Aut, Win, Spr (Bloom, Scher)

Social Entrepreneurship Course Series website: <http://se.stanford.edu>