



## **ELSJ 135 Research in social entrepreneurship**

Fall 2016-- 5 units; fulfills STS & ELSJ & Upper Division Honors

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### ***Social entrepreneur competencies the fellowship seeks to foster:***

1. **Opportunity Recognition:** the capacity to perceive changed conditions or overlooked possibilities in the environment that represent potential sources of value.
2. **Opportunity Assessment:** ability to evaluate the content structure of opportunities to accurately determine their relative attractiveness.
3. **Conveying a Compelling Vision:** the ability to conceive an image of a future organizational state and to articulate that image in a manner that empowers followers to enact it.
4. **Tenacity/perseverance:** ability to sustain goal-directed action and energy when confronting difficulties and obstacles that impede goal achievement.
5. **Creative Problem Solving/Imaginativeness:** the ability to relate previously unrelated objects or variables to produce novel and appropriate or useful outcomes.
6. **Resource Leveraging:** skills at accessing resource one does not necessarily own or control to accomplish personal goals.
7. **Guerrilla Skills:** the capacity to advantage of one's surroundings, employ unconventional, low-cost tactics not recognized by others, and do more with less.
8. **Social Value Creation:** capabilities of developing new products, services or business models that bring benefits to users (with revenues greater than costs).
9. **Maintain Focus yet Adapt:** ability to balance an emphasis on goal achievement and the strategic direction of an organization while addressing the need to identify and pursue actions to improve the fit between an organization and developments in the external environment.
10. **Resilience:** ability to cope with stresses and disturbances such that one remains well, recovers, or even thrives in the face of adversity.
11. **Self-efficacy:** ability to maintain a sense of self-confidence regarding one's ability to accomplish a particular task or attain a level of performance.
12. **Building and Using Networks:** social interaction skills that enable an individual to establish, develop, and maintain sets of relationships with others who assist them in advancing their work or career.

*Adapted from a presentation at the California Entrepreneurship Education Conference by [Michael Morris of the University of Florida](#), based on his co-authored publication (with Justin W. Webb, Jun Fu and Sujata Singha) [A Competency-Based Perspective on Entrepreneurship Education: Conceptual and Empirical Insights](#) in *Journal of Small Business Management*, [Volume 51, Issue 3](#), pages 352–369, July 2013.*

## **Student evaluation**

This course is based upon successfully completing three activities that draw from the prior six months of the fellowship and will span the entire quarter.

- **ONE. Successful completion and review of the Action Research Portfolio**, worth 70% of the grade.
- **TWO. Vocational discernment essays: crafting three essays, and developing your LinkedIn profile**, worth 30% of the grade. These are described below.

## **Required texts**

LS=Pope Francis. 2015. Laudato Si. Download and read the Introduction and chapter 1 before class starts

[https://w2.vatican.va/content/dam/francesco/pdf/encyclicals/documents/papa-francesco\\_20150524\\_enciclica-laudato-si\\_en.pdf](https://w2.vatican.va/content/dam/francesco/pdf/encyclicals/documents/papa-francesco_20150524_enciclica-laudato-si_en.pdf)

PE=Banerjee, Abhijit V. and Esther Duflo. 2011. Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty. Public Affairs. We will discuss remaining chapters (chapters 2,3,4,5).

HL=Lowney, Christopher. 2003. [Heroic leadership: Best practices from a 450-year-old company that changed the world](#). Loyola Press. Reach introduction, chapter 1 and 2 before class starts.

Neafsey, J. (2006). A Sacred Voice Is Calling: Personal Vocation and Social Conscience. Orbis Books. Chapters 1, 2, 3. In PDF.

## **16.135 Schedule of readings and topics**

1a. September 19. (Thane out)

READ LS Introduction and chapter 1

1b. September 21. (Thane out)

READ LS chapters 2 and 3.

Preparing for the September research clinic.

>>>>>Friday September 23. Submit detailed description of data you have, revised from August to explain the status of your analysis, and uses of this data.

2a. September 26. Research clinic in Forbes Room (Lucas Hall)

>>>>>bring a printed list of your **data sets and the status of its analysis**, and the **list of deliverables**

>>>>>Tuesday midnight, September 27. Submit final version of Action Research Summary for poster text.

2b. September 28

READ LS chapter 4. Integral Ecology.

>>>>Identify at least four photos you wish to use in your vocational reflection essay due Friday, and write captions for them. Bring these to class on Wednesday.

>>>>Friday September 30 (11.59pm)  
Vocational reflection 2 due. Send WordPress link to Keith.

3a. October 3

>>>>Group presentations on Poor Economics 2345.

>>>>Draft an 8-word mission statement for yourself, to post on LinkedIn

3b. October 5.

READ: Heroic Leadership, chapter 2

4a. October 10

4b. October 12 Jack Zooms first presentation, 440pm

READ: Heroic Leadership 3, 4

Informational interviews begin

>>>>Thursday, October 13 (11.59pm). Submit all elements of completed Action Research Portfolio (except video).

5a. October 17

READ HL 5, 6

WATCH “3 Key Questions” video by Fr. Michael Himes about discerning vocations.

<https://www.youtube.com/watch?v=P-4IKCENdnw>

5b. October 19

READ LS 5, HL 7

>>>>Thursday, October 20. An essay that exercises your vocational imagination essay due.

6a. October 24. Executive Roundtable.

READ HL 8, 9

6b. October 26. Jack Zooms second presentation.

READ HL 10

7a. October 31

READ LS 6

7b. November 2. Keith and Thane in board meeting. MBTI workshop #2 by Katherine Sherwin. READ supplemental reading on MBTI TBA.  
READ: Neafsy chapter 1

8a. November 7. Jack Zooms third presentation.  
READ LS chapters 5 and 6.  
READ Neafsy chapter 2

8b. November 9  
READ Neafsy chapters 3

9a. November 14. 4-6pm. Research With a Mission Open House and Expo: the Global Social Benefit Fellowship Experience.

9b. November 16. Concluding dinner.

### **Vocational discernment essays**

There are three essays required for this course:

1. A summer vocational reflection essay, on key life lessons learned in the field (written on WordPress and due September 30);
2. An exercise of your vocational imagination, exploring possible professional pathways to explore emerging from this fellowship (emailed as an attachment to Thane and Keith October 20);
3. End-of-fellowship reflection essay: what I believe about social entrepreneurship and my vocation (written on WordPress and due November 20).

You should submit two of these on your own SCU WordPress blog (that you started in April), and use lots of good pictures to help drive the narrative. In fact, consider whether you might tell your story primarily with pictures, supplemented by text. The Center's fellowship webpage will link to both reflection essays, so you should present information that you would be comfortable being read by strangers.

These are personal essays. Use them to describe the impact the fellowship experiences have had on you, your self-awareness, your desires, and understandings of (in)justice in the world. You should use the expressions "I feel" and "I believe" – make this a whole person essay. Feel free to incorporate spirituality or questions of faith, ultimate meaning, and moral vision.

### **A summer vocational reflection essay, on key life lessons learned in the field**

(written on WordPress and due September 30);

Reflect upon your experience working with a social enterprise and the communities served by that social enterprise. This essay should convey your experience while in the field: your encounters, thoughts and feelings while meeting people in need and those responding to them. To assist you in your preparation for this essay, you should

reread the blogs you wrote while in country, and consider how you might weave together a coherent, engaging and meaningful narrative. Be sure you include as many pictures in this essay as you can; make it visually interesting. As part of this essay, try to address – in a personal way -- the following questions:

- i. Did you ever have an experience of realizing – in a deeper way -- that the people in the communities served by these entrepreneurs are fully human beings? They are able to speak and act for themselves. Some of them suffer to some degree from poverty, marginalization and injustices: describe an example of this. Describe an example of how you came to realize the formal and informal knowledge, social resources, wisdom, and skills that individuals in these communities possess.
- ii. Describe how you interacted with one or more of these communities. Did you engage them in a way that was appropriate, sensitive, and self-critical? What did you learn about yourself in the process? Did you recognize any of the privileges that you have – that others don't?
- iii. What did these experiences teach you about yourself and your own vocation?

**An exercise of your vocational imagination, exploring possible professional pathways to explore emerging from this fellowship** (emailed as an attachment to Thane and Keith by email October 20);

Describe three professional pathways you might wish to pursue. Write a 2-page (double spaced, 12 point font) reflection that briefly describes each. Examples might include graduate school, private sector employment, an internship, or another fellowship. These might be domestic or international. Answer the following questions:

- i. Why is this vocational path appealing to you?
- ii. What core talents would you exercise?
- iii. How would you prepare for the vocation?
- iv. What kind of people could you interview to gain more information about your options for entering this field?

You might find it helpful to watch the “3 Key Questions” video by Fr. Michael Himes about discerning vocations. <https://www.youtube.com/watch?v=P-4IKCENdnw>

**End-of-fellowship reflection essay: what I believe about social entrepreneurship and my vocation** (written on WordPress and due November 20).

This should be simultaneously backward looking (what experiences impacted you) and forward-looking (explaining how this fellowship has shaped your practice of vocational discernment). Be sure you include as many pictures in this essay as you can; make it visually interesting. To the extent you are comfortable, you should consider how the fellowship has shaped your beliefs. Write this essay so that it can explain to family and friends what you will take away from this fellowship, and how you look at the world differently than a year ago. As part of this essay, try to address – in a personal way -- the following questions:

1. What did you learn about the kinds of social engagement that are best for you? Don't say “social entrepreneurship” and leave it at that! Be more specific, or don't address social entrepreneurship specifically. Do consider the role of

entrepreneurial thinking in addressing the world's most pressing needs, but if you discovered that you do not want to be involved in entrepreneurship, state that and explain why. Why do these forms of social engagement make sense to you? How are your gifts, skills and desires aligned with them?

2. Describe a vocational decision you have made or will make this year, and how an insight from the fellowship might play a role in that decision.
3. As a result of this fellowship, what do you believe that is different than a year ago? This could be a belief about yourself, about the world, about the nature of justice, the ability to discern vocations, or the spiritual dimension of your life.