Syllabus Winter- Spring 2016
Economics 173A and B: Introduction to Social Entrepreneurship

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Enrollment by instructor consent. Class meets Wednesday Evenings 6:15- 9:30
See the course schedule at below for the meeting places each week.

Overview: This course offers a full-scale immersion into the world of social entrepreneurship. In class, students will be introduced to the basics of business planning for Social Enterprises following a curriculum that has been successfully implemented by our partner in this course, Academies for Social Entrepreneurship. Students will also be assigned in teams to work with participating Social Enterprises in the Los Angeles area to develop and implement a new revenue generating business plan for the Social Enterprise to which they are assigned.

The Academy will mentor participating social ventures in developing earned income opportunities and offer a platform to present their ventures to potential investors.

This Social Enterprise Academy is a two-quarter program. This means that students are enrolling for two quarters, Winter & Spring. Students must enroll in both quarters to receive a grade for Winter Quarter. It is very important that you understand the commitment to your team when you start this course. We cannot have students dropping the course part way through.

The Academy is designed to enable participants to produce a feasible plan for developing a successful service or product which generates income (or for expanding an existing social enterprise), “pitch it” to potential investors and to receive support in implementing the plan. The program combines teamwork, expert training and individualized coaching in a comprehensive approach proven to be effective in building successful new business development.

Promises of the Academy for students and participating social ventures:

• Comfort with exploration, market research and feasibility studies for new ventures.
• Clarity about your best opportunities to expand impact and income.
• Practical and realistic operational planning.
• Access to new resources for technical assistance and startup funding.
• Mastery in the business development process that your organization can repeat again and again.

Specifics of the Program for participating social ventures:

• Designed for teams of 2-4 people from each organization.
• Teams will be matched with teams of students.
  Program features a series of workshops to support the development of your social enterprise
• Each organization gets an experienced entrepreneur as an advisor who guides refinement of your business plan that is “pitched” to potential investors. Winners receive cash and pro bono awards.

12/30/15
Expectations of Students:
Students will be assisting in the launch of a new venture for an established not-for profit organization. Students will meet weekly and will be expected to spend 8-10 hours per week outside of class on a detailed business plan for this new venture and helping present it in a new UCLA Social Enterprise Ventures competition as the main assignment for the class.

Students will also be expected to attend all class sessions. Eight of these sessions will be attended by both students and staff from the participating non-profits. These workshops will be led by a medley of UCLA faculty, alumni and business leaders with experience in the social ventures industry. On other Tuesdays, students will meet with course faculty and their own teams to complete tasks associated with business plan development. These tasks are listed below.

A specific description of the roles to be played by the students and all other participants in the Academy is attached at the end of this syllabus.

Written Project Students Are Expected to Deliver for this Course by the End of Each Quarter:

Students are expected to submit a Market Research Report (roughly 20 pages plus data appendices) at the end of Winter Quarter (due March 18) and a Full Business Plan (roughly 40 pages with appendices) at the end of Spring Quarter (due May 29) for the venture that their team is working on. The reports will be the basis for a “pitch” that will then be developed for a business plan competition judged by potential social investors. At least $30,000 in cash/pro bono awards for the participating non-profits will be available.

Additional Academic Requirements of Students and Grading:

Students are expected to attend all class sessions 6:15 – 9:30 Wednesday evenings for both Winter and Spring Quarter (Econ 173A and 173B).

Students are assigned into teams to ensure that the students on each team bring a mix of talents and experience. Teams are assigned to participating non profit organizations at random.

Each team of students is expected to appoint one member to coordinate all communication outside of class between the team of students and the staff of the organization to which that team is assigned. The team should report to Prof. Atkeson at the address uclasea2016@gmail.com which of their members will fill this role by the end of first week.

Each team of students is also expected to appoint a different member to provide a weekly report (one paragraph) of the activities of each member of the team for that week. This report is to be submitted to Prof. Atkeson by e-mail at the address uclasea2016@gmail.com by noon on Wednesday each week.

To the extent possible, each team of students is expected to visit the participating not for profit organization to which they are assigned during the first two weeks of winter quarter.

12/30/15
Students will have to make a significant in-class presentation March 9 (173 A) of the results of their Market Research Report and May 11 (173 B) of the first draft version of their full pitch for their proposed venture. Student teams will have to submit a written market research study (roughly 20 pages plus data appendices) by the end of finals week Winter Quarter for Econ 173A and a written full business plan (roughly 40 pages plus appendices) by May 29 for Econ 173B. Students will then be expected to work with their not for profit staff to prepare for the two rounds of competition.

**Students’ grades will be determined as follows.**

Each team of students will receive a baseline grade for Econ 173A and Econ 173B based on their in class presentations (20%) their written market research study submitted at the end of Winter Quarter (40%) and their Business Plan submitted prior to the competitions Spring Quarter (40%). Each student will receive a single grade that applies to both quarters at the end of the two-quarter sequence. We will use the weekly work reports submitted by each team to make sure that everyone is on track during the academy. Each student is also encouraged to bring any issues that arise to Prof. Atkeson’s attention promptly as the Academy progresses.
Readings:

In addition to the materials provided to the students and not for profit staff during the joint workshops, students will be expected to read the following material on the topics being covered in the workshops. This material will be made available through the course website.

On Teamwork and Project Management:


“A Framework for Action: Important First Steps” Chapter 4 of Managing Projects Large and Small 2004

On SWOT Analysis


“SWOT Analysis I: Looking Outside for Threats and Opportunities” Harvard Business School 2006


On Business Planning


On Market Research

“Note on Market Research” Alicia Steiger, Stanford Business School June 2004


On Marketing

12/30/15
“Brands and Branding” Douglas Holt, Teaching Note. Harvard Business School

“Understanding Brands” Anat Keinan and Jill Avery Harvard Business School 2008


**On Financial Forecasting**

“Note on Financial Forecasting” Revised April 1983. Harvard Business School