

## MBA 632 Social Entrepreneurship

**Dr. Warner Woodworth**

**Class Sessions: Mon./Wed. 11:00–12:15**

**Student Consultation: Tues. 2:00–3:00**

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**Classroom: 374 TNRB**

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The objective of this course is to strengthen one's capacity to change the world by learning and then applying OB, economic and social entrepreneurial skills to empower the poor. We will first gain an understanding of the current global context of suffering, conflict and other human struggles. A brief analysis of several economic models will be reviewed including Social Darwinism, capitalism, socialism and the Third Way. The course will cover various spiritual and social paradigms including the socio-economics of Mormonism, the United Order, and Zion-building (Brigham Young), liberation theology (Gutierrez), Buddhist economics (Schumacher), and Catholic social teachings (John Paul II). With my good friend and partner Muhammad Yunus receiving the Nobel Peace Prize in December 2006, we will pay special attention to his poverty-fighting strategies this semester. Other emerging conceptual constructs that lead to societal change will be utilized such as the following: "Third Sector," "positive deviance," the "archeology of social change," "stewardship," new "social inventions," "Bottom-of-the Pyramid" tools, the "tipping point" for making an impact, "social capital," "Gross National Happiness," "appreciative inquiry," "Business as Agent for World Benefit," social enterprise creation, and building civil society. Innovative methods and tools will be studied for expanding economic self-reliance in Latin America, Africa, Asia, North America, Europe, and the former USSR. We will explore theories of global change agency and learn key practices and strategies for empowering these who are marginalized, whether in local U.S. communities, or around the globe.

We will assess and/or develop frameworks for organizing, structuring, and managing effective delivery systems that provide ground-breaking services to those in need. Throughout the course we will be working in service-learning teams on action research for specific NGO projects to redesign, strengthen, and launch new strategies so that they may achieve broader/deeper impacts, build greater capacity, become more sustainable, etc. Hopefully, some of our projects will acquire funding as they have in the past from the Center for Economic Self-Reliance, Kennedy Center Research, ORCA or other mentoring grants.

MBA 632 will survey a number of organizations that advocate equality, justice, and change: Ashoka, the Mondragon co-ops, Idealist.Org, Echoing Green, Social Enterprise Journal, the kibbutz movement, Grameen Bank (Bangladesh), Institute for Social Entrepreneurs, Grey Pinstripes, *Movimento Sem Terra* (Brazil), Skoll Center for Social Entrepreneurship (Oxford, UK), Aspen Institute, Mormons for Equality and Social Justice (MESJ), and others.

Required reading sources for MBA 632 include 1) *How to Change the World* (by David Bornstein); 2) *Working Toward Zion* (by Lucas and Woodworth), and a few articles and websites referenced or emailed to the class. Additional resources you may want to read on your own

include *Small Really is Beautiful* (Woodworth, 2001), *Banker to the Poor* (Yunus, 2001), and *Charting a New Millennium: The Latter-day Saints in the Coming Century* (Proctor, 2000).

### **Written Analysis**

In lieu of missed classes, class members are to attend sessions by speakers during the semester who address topics of social change, entrepreneurship, and global poverty. A brief write-up (2 pp.) of the core ideas and issues, along with your critique of the presentation, will be worth 5 points. These events may occur at the Kennedy Center or other BYU venues, at UVU, or at the U in Salt Lake City. Please take these opportunities to expand your horizons through independent learning. They will often not only give participants new insights, but open doors to potential jobs, networking, and internship possibilities.

### **Team Project Assignment**

We will form teams of 2-3 students to work on service-learning projects with several NGOs that are attempting to grow in numbers and impact. Key tasks include:

- 1) Gaining entry, establishing the relationship, and drafting a letter of engagement approved by the NGO, you, and myself;
- 2) Outline what you will do to strengthen the NGO client, identify barriers to growth and other problems;
- 3) Assess the organization's:
  - a) Vision/mission
  - b) Culture and structure
  - c) Financial system and fundraising efforts
  - d) Human resources
  - e) Organizational strategies
  - f) Impacts/results
- 4) Develop action plans by which your team may strengthen the client NGO. Options might include new growth plans, web development, PR efforts, fundraising strategies, etc;
- 5) Implement action plans with the NGO client;
- 6) Assess results and draft your report, impact, and critique, by the end of the semester (12-15 double-spaced pages due April 13).

### **Individual Project**

Each class member will do research and draft an in-depth paper about a global change agent or LDS social entrepreneur. These biographies will help us better understand what makes such individuals "tick:" their background and upbringing, stages of life, how and why they became a change agent, their motivations, philosophy of life, leadership skills and style, vision, and strategies for transformation. How did they generate their big, bold idea? What were the results of their work/impacts? How did religion influence their work? What lessons does this individual's experience suggest for young, budding social entrepreneurs today? How do you evaluate their pluses and minuses? This individual paper will be due March 23, 2009 (10 pp.).

*Examples of LDS Social Entrepreneurs:*

Romana Remor.....New Generation Foundation, Brazil  
John Pingree..... Globus Humanitarian  
Teresa Fuentes.....FAHUM, fighting Ecuadorian LDS child malnutrition  
Cordell Anderson.....Humanitarian to Guatemalan Indians  
Dan Gifford .....Cause for Hope, Honduras  
Sherie Rogde.....Founder, Lifework International Foundation  
Yeah Samake .....Founder, Daily Dose Foundation  
Modibo Diarra.....LDS Convert in Muslim Mali, West Africa--Executive Director of  
the Ouelessebouyou-Utah Alliance  
David Clark.....Founder, Zion Foundation  
Kathy Headlee.....Mothers Without Borders  
Bob Rees.....Heartmath.org/Humanitarian Outreach projects in Lithuania,  
Africa, Ecuador, etc.  
Carolyn Dailey.....Ascend Alliance  
Grant Walker..... Founder, Honduras programs: OLAAT (One Life At A Time)  
Relief Projects; BIT education school  
Julie Butler.....Reach a Million  
Frederick Njenga.....Founder of NGO for the disabled in Kenya  
Helen Foster Snow .....Workers' Cooperatives Advisor to Mao Tse Tung and his  
Communist Revolution in China  
Keith Whisenant.....Co-Founder of Ouelessebouyou – Utah Alliance  
Jack & Lisa Williams.....Elk Grove Action Group  
Bill Jackson.....Founder, Deseret International  
Steve Young.....Forever Young Foundation  
James Mayfield.....CHOICE Humanitarian

*Other Examples of Global Change Agents:*

Martin Burt.....Paraguay Foundation  
Desmund Tutu.....Bishop of Lesotho, South Africa and leader of apartheid  
reconciliation efforts  
John Woolman .....Early Quaker activist  
Dorothy Day.....Catholic Worker's Organization  
Tom Paine .....American Revolutionary  
Sam Daley-Harris.....Founder--Results International and the Microcredit Summit  
Albert Schweitzer.....Physician, philosopher, humanitarian in Gabon, Africa  
Mel Bartholomew.....Square Foot Gardening innovator  
John Hatch .....Founder--FINCA International  
Henry David Thoreau .....Free spirit  
Mother Teresa of Calcutta .....Saint to the global poor  
Lech Walesa.....Polish trade union founder of Solidarnosc/Led to the breakup of  
the USSR  
Oprah Winfrey.....Founder, South African Girl's School  
Greg Casagrande.....Founder, SPBD (South Pacific Business Development)

Eugene V. Debs .....Seeker of justice  
 Mildred Robbins Leet.....Founder, Trickle-Up  
 Mother Jones.....Working class rebel  
 Sulak Sivaraksa..... Mentor and founder of several Thai Buddhist NGOs  
 Corey Rosen.....NCEO Founder (ESOPs)  
 Fazle Hasan.....BRAC, Bangladesh  
 L. Patterson/Carmen Velasco..Pro Mujer  
 Bob Graham.....Founder, Katalysis

**Evaluation/Grades**

Students in MBA 632 will be assessed according to several grading criteria:

	<u>Points</u>
A) Participation quantity/quality	30 pts.
B) Pop quizzes occasionally given at the start of class (5 pts. each)	30 pts.
C) Peer assessments at end of semester	20 pts.
D) Biographical chapter on Social Entrepreneurs (due Monday March 23 at 11AM)	30 pts.
E) Group NGO project presentation to the class as a final exam during the last class (Monday April 13)	40 pts.
F) NGO project write-up that analyzes the organization and proposes a clear, coherent strategy due 11:00 AM on April 13	50 pts.

TOTAL: 200 points

**University Policies**

*Preventing Sexual Harassment:*

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds. The act is intended to eliminate sex discrimination in education. Title IX covers discrimination in programs, admissions, activities, and student-to-student sexual harassment. BYU’s policy against sexual harassment extends not only to employees of the University but to students as well. If you encounter unlawful sexual harassment or gender-based discrimination, please talk to your professor; contact the Equal Employment Office at 422-5895 or 367-5689 (24 hours); or contact the Honor Code Office at 422-2847.

*Students with Disabilities:*

Brigham Young University is committed to providing a working and learning atmosphere that reasonably accommodates qualified persons with disabilities. If you have any disability that may impair your ability to complete this course successfully, please contact the University Accessibility Center (422-2767). Reasonable academic accommodations are reviewed for all students who have qualified documented disabilities. Services are coordinated with the student and instructor by the UAC. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures. You may contact the Equal Employment Office at 422-5895, D-282 ASB.

*Cheating:*

Students should collaborate and help one another. But all work completed should be your own or that of your team. Do not use papers, tests, etc, from prior classes to help you prepare for this course's exams, projects, or papers. Do not share test or quiz questions and answers with students who have not taken the test or quiz.

*Cell Phones:*

Beginning in 2006 students are not to use cell phones in classes of the Marriott School. Please turn them off as you enter the classroom and keep them stored out of sight in your backpack or pocket. Not only can phones be a disruption to class, but with built-in cameras, students have been known to take pictures of grade rolls containing sensitive information, examinations and even fellow classmates. Each of these represents an invasion of privacy that we need to avoid. Some students have also used their phones to send text messages during class sessions, sometimes to other students in the same classroom. Such activities are a distraction, and disrupt the thinking and learning environment. On rare occasions text messages have contained confidential information that is not appropriate to share during a class session. For these reasons, the Marriott School has chosen to establish a policy that all cell phones should be turned off and kept stored out of sight during all class sessions.

*"Life isn't about finding yourself. Life is about creating yourself."* --George Bernard Shaw

