

**MGMT 426.101**  
**Social Entrepreneurship Fall 2007 Terms 1 and 2**  
**Course Outline**  
**Tuesdays 3:45-6:00pm, Classroom E**

**Module 1: Creating Social Value**

Case, [Exercise](#) or [Guest](#)

9/5	1A	What Makes a Successful Social Entrepreneur?	Grameen Bank
	1B	Intro to SE: Creating Social Change	<a href="#">Social Venture Design Project Discussion</a>
9/11	2A	Identifying Social Change Theories	Teach for America
	2B	Crash Course in Social Impact Assessment	<a href="#">Windows of Opportunity and GSVC Assignment</a>

**Module 2: Early Implementation**

9/18	3A	What are you Building: Forprofit, Nonprofit or Hybrid?	Freeplay Energy and Freeplay Foundation
	3B	Future Implications of Early Legal Choices	Approtec Kenya (KickStart)
9/25	4A	Where are the Friction Points: Using the Social Venture Rubric	RecycleBank
	4B	Where are the Friction Points: Lessons from the Start-Up Experience	<a href="#">Guest to come</a>

**Module 3: Financing and Capital Structure**

10/2	5A	Innovative Funding Vehicles: DBL VC and Social Capital Spectrum	Northeast Ventures
	5B	Innovative Funding Vehicles: from Community to Clean Tech	<a href="#">SJF Ventures: David Kirkpatrick and Bonny Moellenbrock</a>
10/9	6A	Innovative Funding Vehicles: Engaged Philanthropy	New Profit Inc.
	6B	Innovative Funding Vehicles: Global Lessons	<a href="#">Acumen Fund: Yasmina Zaidman</a>
		<b>SPRING BREAK</b>	
10/30	7A	Social Venture Financing: Making Concrete Choices	<a href="#">Social Venture Investing Exercise</a>
	7B	Mid-term review	

**Module 4: Assessing and Communicating Social Impact**

11/6	8A	Classic Social Return on Investment Theory	Asian Neighborhood Design
	8B	Current SIA Practice: Nonprofit Markets	Jumpstart
11/13	9A	Current SIA Practice: Forprofit Markets	B-Lab / <a href="#">Jay Coen-Gilbert</a>
	9B	Putting it Together: A Usable Toolkit	<a href="#">SIA Exercise</a>

**Module 5: Scaling Social Innovations**

11/20 (10:30am)	10A	Geographic Scaling	CityYear
	10B	Bottom of the Pyramid Scaling	Aravind Eye Care
11/27	11A	For-Profit Scaling	Score! Case A
	11B	For-Profit Scaling, cont'd	Score! Case D

**Module 6: Exits and Career Paths**

12/4	12A	Exiting to Public Markets	Ben & Jerry's/ Stonyfield Farm
	12B	Wrap-Up: SEs and MBAs	Review of student fellowship ideas and venture designs.