Partnering the Leaders of Today with the Leaders of Tomorrow

- Understand the concept and practice of social entrepreneurship, as it is an emerging field in the global marketplace;

- Be more effective in social entrepreneurial pursuits by building a practical knowledge of alternative strategies for turning good social ideas into viable business options;

- Interact with other students to discover resources for financing, explore organizational constraints, build business plans, and understand community as well as global needs;

- Participate in mentor/protégé relationships with Penn State graduate and local high school students.

Social Entrepreneurship Highlights

- Social Value Analysis of a therapy that has the potential of reversing Type 1 Diabetes for CureDM™

- Capital Campaign Plan for Chester County Society for the Prevention of Cruelty to Animals

- Business Plan and Market Analysis for iMedical Corporation

For Additional Information

Course will meet on Monday and Wednesday nights from 6:00-9:00 pm for seven weeks. Dates for 2008-09 academic year are:

September 3—October 20, 2008
March 11—April 27, 2009

Questions? Contact:
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Presented by:
Penn State Great Valley—in partnership with public and private high schools from Chester, Delaware, and Montgomery Counties.
WHAT IT IS
This Social Entrepreneurship and Community Leadership course focuses on using entrepreneurial skills to craft innovative responses to social needs. Entrepreneurs are particularly good at recognizing opportunities, exploring innovative approaches, mobilizing resources, managing risks, and building viable enterprises. These skills are just as valuable in the social sector as they are in business. Despite a sustained economic boom in this country, numerous social problems remain, and some seem to be getting worse. The course will focus on introducing business leadership and entrepreneurship principles to the social sector as well as on organizations that subscribe to the “Triple Bottom Line” (i.e. metric of organizational and societal success that includes people, profits, planet) philosophy.

CLASS DESCRIPTION
Social Entrepreneurship and Community Leadership will provide an opportunity for students to explore the concepts of developing businesses which create social value, through exploration of the following topics: defining social entrepreneurship, creating and sustaining businesses that add value to society, understanding and crafting mission statements, identifying means of funding social enterprises, discovering the value of social entrepreneurship to individuals and businesses, and learning strategies for the evaluation of business success.

This class is held jointly with graduate students from Penn State Great Valley and local high school juniors and seniors. Students will work together in teams to complete an end-of-term pro-bono consulting project. Each team will work with a socially responsible for-profit or a not-for-profit organization. Teams will evaluate the organization’s needs based on the material discussed throughout the course and design a business plan, strategic plan, funding proposal, or critical assessment of the organization. Students will work in a “hands-on” environment, by applying triple bottom line concepts in a “real-world” setting.

Students will develop valuable professional and personal skills as they work in mentor/protégé relationships with high school students, fellow graduate students, and organizational clients.

WHO MIGHT BE INTERESTED?
This course will be most useful for high school—graduate school students who might, at some point, pursue formal or informal leadership positions; it is very helpful to students who aspire to, or hold, leadership positions in the fields of business, education, law, medicine, science, or public policy. Understanding the dynamics of social entrepreneurship will serve any future leader well.

Attn PSGV Students: This course is the required capstone for MLD students. It may also serve as a Managing and Leading People elective for MBA students.

CLASS INFORMATION
The course is offered in Fall I and Spring II, twice a week for seven weeks, three hours each night. The class will be delivered in a blended format including scheduled face-to-face meetings at Penn State Great Valley, online discussion sessions, and off-site visits to client organizations.