SOCIAL ENTREPRENEURSHIP
BUSI 464
Spring Semester 2018
Tu/Th 10:50am-12:05pm
McNair Hall 214

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Jesse H. Jones Graduate School of Business, McNair Hall Room 348, Rice University  
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219 McNair Hall  
Tel. 713 348-6300  
Email. carol.a.richter@rice.edu

Class: Tuesday, Thursday, 10:50am-12:05pm, McNair Hall 214
Office Hours: Tuesday, 9:00-10:00am, or by appointment

COURSE PROLOGUE
This course introduces students to contemporary concepts, debates, and contexts necessary for analyzing and engaging in the sphere of social entrepreneurship. The course has five distinct themes: (1) Social Context; (2) Organizational Forms & Collaborations; (3) Private Sector Roles; (4) Measurement and Impacts; and (5) Research Methodologies. Within these themes, students will be exposed to various topics within social entrepreneurship, such as base of the pyramid, private-NGO and private-public partnerships, voluntary social codes, benefit corporations, corporate social responsibility, stakeholder management, and ethical consumerism.

Using this foundation, students will evaluate a social entrepreneurship project about a contemporary social problem in Houston: the urban food desert (https://apps.ams.usda.gov/fooddeserts/fooddeserts.aspx). Students will learn about the social problem from a series of speakers, readings, field trips, and learn several methodologies to study the problem. With this background, students will work with an organization in the food desert space to analyze, critique, and offer improvements to particular interventions.

METHODS
We will use assignments, readings, cases, class discussions, guest speakers, and field work to learn about various aspects of social entrepreneurship.

MATERIALS
We will use one optional book and a required course pack. Please note that because there are multiple sources for reading materials, the syllabus specifies the location where each reading will be found (i.e., course pack, Fondren URL link, BIC, etc.).

Required Course pack:
Accessed via the Course Pack tab on the Canvas site Home page.

Optional Book:
(note: an earlier edition is acceptable if you find one)
ASSIGNMENTS

Class Participation
Your active input is necessary for us to have an excellent class. We will be considering many ideas that are contemporary, controversial, and contested. You are expected to be prepared to contribute to each discussion. That means that the readings and the case should be completed before we meet for class that day. The readings are mandatory unless designated as optional. I will consider the quality and consistency of your comments, your ability to contribute to the discussion in a positive manner, and your respect towards others.

You are expected to be in class each session. If you anticipate that you will be unable to make it to class on a particular day, please let me know in advance about your absence. Unless excused by the professor (such as for a medical emergency), if you miss more than three classes during the semester, your grade for the course will be less by ½ a mark (that is, B+ becomes a B); if you miss more than five classes during the semester, your grade for the course will be less by a full mark (that is, B+ becomes C+); if you miss more than seven classes during the semester, your grade for the course will be F.

Individual Assignments
For each of our themes, I will give at least one individual assignment. Individual assignments are designed to work on specified tools or skills related to that theme. Some of the individual assignments will be tied to urban food deserts and others will not. To facilitate ‘blind grading,’ please put only your Rice ID# and Honor pledge (signed with ID#) on each individual assignment.

Team Assignment about Urban Food Desert
The major assignment for the course is an evaluation of a social entrepreneurship model in the Houston urban food desert space (see map on p. 4 of this syllabus). The assignment will culminate with an in-class presentation and white paper towards the end of the semester. Details will follow as to the exact formats for both.

GRADES

<table>
<thead>
<tr>
<th>Individual or Team</th>
<th>Assignment</th>
<th>Due Date</th>
<th>Points</th>
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<tbody>
<tr>
<td>Individual</td>
<td>Social Context of Urban Food Deserts</td>
<td>Jan 30</td>
<td>10</td>
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<tr>
<td>Individual</td>
<td>Organizational Forms of Urban Food Deserts</td>
<td>Feb 15</td>
<td>10</td>
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<tr>
<td>Individual</td>
<td>Private Sector Roles of Urban Food Deserts</td>
<td>Mar 6</td>
<td>10</td>
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<tr>
<td>Individual</td>
<td>Measuring Impacts of Urban Food Deserts</td>
<td>Apr 3</td>
<td>10</td>
</tr>
<tr>
<td>Individual</td>
<td>Class Participation</td>
<td>NA</td>
<td>10</td>
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<tr>
<td>Team</td>
<td>In-Class Presentation about Houston Urban Food Deserts</td>
<td>Apr 12,17</td>
<td>15</td>
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<td>Team</td>
<td>White Paper about Houston Urban Food Deserts</td>
<td>Apr 19</td>
<td>35</td>
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TOTAL 100

For each assignment, you will be awarded points based upon this scale:

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<tr>
<td>D</td>
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<tr>
<td>D-</td>
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<tr>
<td>F</td>
<td>0%</td>
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The cut-off points for final class grades are as follows:

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<tr>
<td>A+</td>
<td>97 points</td>
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<tr>
<td>A</td>
<td>93</td>
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<tr>
<td>A-</td>
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<td>63</td>
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<td>D-</td>
<td>60</td>
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<tr>
<td>F</td>
<td>&lt;60</td>
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HONOR CODE
All work required in this course is covered by Rice University’s Honor Code.

All written assignments submitted to the instructor must carry the signed Honor Code pledge, “On my honor, I have neither given nor received aid on this paper.” (ID# on individual assignments and Signature on your White Paper). Any assignment not so signed will be returned to the student without a grade.

You may and are encouraged to discuss cases and readings with other students. This is a critical part of the learning process. However, you are not permitted to share or compare your individual assignments with any other persons.

In addition, any form of plagiarism or cheating will result in an Honor Code violation. If you use a source (such as a book, magazine article, internet article, web-site, etc.) make sure to cite it fully.

DISABILITY
Any student with a disability requiring accommodations in this class should speak with us as soon as possible. All discussions will remain confidential.

Disability documentation guidelines for Rice can be found on the Disability Support Services website, http://www.dss.rice.edu/. For more information about Rice’s services, contact the office of Disability Support Services, Ill Allen Center, 713 348-5841.

CELL PHONES
It is the policy of the Jones School for students to turn their cell phones off during class. We may relax this policy in some situations. If a student informs us prior to class that they have a need to have their cell phone in vibrate position, we may grant the request. An example of such a situation would be if a student had a family member in a serious medical condition.
Map of Houston Food Deserts

Social Entrepreneurship
Spring Semester 2018
Schedule, Themes, Topics, and Materials

Tuesday, January 9

Class #1  All Themes*: Introduction: What is social entrepreneurship? What do we mean by social space? Overview of the course.

Fondren Readings:


Course Pack Readings:


Thursday, January 11

Class #2  All Themes*: Getting It Wrong

Course Pack Readings:
Expanding the Playing Field: NIKE’s World Shoe Project

Fondren Readings:

Tuesday, January 16

Class #3  Social Context: Base of the Pyramid

Course Pack Readings:
CEMEX and Patrimonio Hoy


Fondren Readings:
Thursday, January 18

Guest: Mr. Joe Williams, Texas Retailers Association

Class #4  The Grocery Business & Food Deserts**

Course Pack Readings:


Is It Time to Ditch the Term 'Food Desert'?

Tuesday, January 23

Dr. Schuler

Class #5  Methodologies***: Archival Data.

Book Readings: OPTIONAL

Chapter One: What is Qualitative Research?
Chapter Three: Generalising from Case Study Research
Chapter Five: Data Analysis.

Note: (Book will also be available on reserve in the Business Information Center, Rm. 201)

Thursday, January 25

Guest: Dr. Abby Larson, Rice University
Director of the Entrepreneurship Initiative

Class #6  Methodologies***: Ethnography and Interviews

Book Readings: OPTIONAL

Chapter Two: Designing a Research Project
Chapter Six: Research Ethics in Interpreting Qualitative Data.
Chapter Seven, Interviews in Interpreting Qualitative Data.
Chapter Nine, Ethnography in Interpreting Qualitative Data.

Note: (Book will also be available on reserve in the Business Information Center, Rm. 201)
Tuesday, January 30

Class #7  Social Context: Diffusion of Innovations

Course Pack Readings:

A Shipping Container-Based Sterile Processing Unit for Low Resources Settings
http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0149624


Marie Vandenriessche. The Story of PlayPumps: Merry-go-rounds, Water, and Failures in Development Aid. 22/03/2012

Fondren Readings:


BLC Readings (Book will be available on reserve in the Business Information Center, Rm. 201):


Thursday, February 1

Class #8  Food Deserts Models in Houston and Other Cities**

Course Pack Readings:


Fondren Readings:


Tuesday, February 6

Class #9  Methodologies***: Spatial and Census Data

Websites Review:

American FactFinder URL: http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
Please pay particular attention to the “Guided Search” and “Advanced Search” tabs on the website (used for downloading census data).

Social Explorer URL: http://www.socialexplorer.com/
Please pay particular attention to the “Tables” tab on the website (also helpful for downloading census data).
Thursday, February 8 (NO CLASS)  
Spring Recess

Tuesday, February 13  
Dr. Schuler

Class #10
Organizational Forms & Collaborations: *Partnerships with NGOs*

Course Pack Readings:
Starbucks and Conservation International

- 3 pp. https://ssir.org/articles/entry/making_nonprofit_corporate_alliances_work

Fondren Readings:


Thursday, February 15  
Guest: Dr. Shreela Sharma, UT School of Public Health and Brighter Bites

Class #11  Food Deserts**

Fondren Readings:

Website Review:
Brighter Bites https://brighterbites.org/

Tuesday, February 20  
Dr. Schuler

Class #12 Organizational Forms & Collaborations: *Voluntary Social Codes*

Course Pack Readings:

Fondren Readings:
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tr>
<td>Thursday, February 22</td>
<td>Guest: Brian Greene, President &amp; CEO Houston Food Bank</td>
<td>Class #13  Organizational Forms &amp; Collaborations: NGOs</td>
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<td>Course Pack Readings:</td>
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<td>Website Review:</td>
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<tr>
<td></td>
<td></td>
<td>Houston Food Bank: <a href="http://www.houstonfoodbank.org/aboutus/">http://www.houstonfoodbank.org/aboutus/</a></td>
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<td>Tuesday, February 27</td>
<td>Dr. Schuler</td>
<td>Class #14  Organizational Forms &amp; Collaborations: B-Corporations and Hybrids</td>
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<td>The Tao of Rose (The woman driving Patagonia to be “even more” radical). Fortune. September 14, 2015. URL: <a href="http://search.ebscohost.com.proxy.rice.edu/login.aspx?direct=true&amp;db=bft&amp;AN=510824637&amp;site=host-live&amp;scope=site">http://search.ebscohost.com.proxy.rice.edu/login.aspx?direct=true&amp;db=bft&amp;AN=510824637&amp;site=host-live&amp;scope=site</a></td>
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<tr>
<td>Thursday, March 1</td>
<td>Field Trip</td>
<td>Class #15  Field Trip to Kroger’s Supermarket** (Studemont/Washington)</td>
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<tr>
<td>Tuesday, March 6</td>
<td>Guest: Dr. Balaji Koka, Rice University Associate Professor of Strategic Management</td>
<td>Class #16  Private Sector Roles: VRIO Model</td>
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# Thursday, March 8

**Class #17  Private Sector Roles: *Stakeholders’ Management***

**Fondren Readings:**

The Wal-Mart Effect and a Decent Society: Who Knew Shopping Was so Important? Author(s): Charles Fishman  

The Wal-Mart Effect and Business, Ethics, and Society. Author(s): R. Edward Freeman  

**Course Pack Readings:**


# Tuesday/Thursday, March 13 & 15 (NO CLASS)

**Spring Break**

# Tuesday, March 20

**Class #18  Private Sector Roles: *Corporate Social Responsibility: Strategic Opportunities***

**Course Pack Readings:**

Timberland: Commerce and Justice


**Fondren Readings:**


# Thursday, March 22

**Class #19  Private Sector Roles: *Ethical Consumerism***

**Fondren Readings:**


Tuesday, March 27

Class #20 Measurement and Impacts: *Social Impact Reporting and Social Rate of Return*

*Course Pack Readings:*


*including replies printed in the AEJ Journal, March/April 1981 issue*

Thursday, March 29

Class #21 Work Day #1: Social Context, Partners

Tuesday, April 3

Guest: Andy Canales, Children at Risk
Director of the Center for Social Measurement and Evaluation

Class #22 Measurement

*Fondren Readings:*

Thursday, April 5

Class #23 Work Day #2: Strategies, Measures

Tuesday, April 10

Guest: Evan Matzen, BBNV Compass Bank
Director of Corporate Citizenship and Reputation

Class #24 Measurement and Impacts: Scaling

*Fondren Readings:*


*Video Link:*
Thursday, April 12

Class #25 Student Presentations, 1-3

Tuesday, April 17

Class #26 Student Presentations, 4-6

Thursday, April 19

Class #27 Student Presentations, 7-8

Notes:
*Themes are social context, organizational forms o collaborations, private sector roles, and measurements and impacts
**Food deserts in Houston is the social space issue of the course
***These methodologies are among those judged to be most relevant for studying the food desert issue