

MGT 4194 – Social Entrepreneurship Fall 2026

Instructor: Professor Charles F. Easley, Jr.

Class Time: Tuesdays & Thursdays, 2:00–3:15 PM

Classroom: COB

Office Hours: Tuesdays & Thursdays, 11:00 AM–12:30 PM, and by appointment via Teams/Zoom

Office: COB 4106

Resources: Harvard Business School Coursepack, Current Events, Secondary Research, Class Discussion

Welcome

Welcome to *Social Entrepreneurship*! This course is about more than theory — it's about learning how to blend **passion, purpose, and practical skills** to create lasting impact. Whether you dream of launching your own social venture, supporting an existing cause, or simply understanding how business can be a force for good, you're in the right place.

Expect to explore real-world challenges, wrestle with complex problems, and collaborate with classmates who are just as committed to making a difference. You'll be encouraged to question, innovate, and think beyond traditional boundaries — and to see yourself as part of a global community of changemakers.

Expectations

To make the most of this experience:

- **Be present and engaged.** Your ideas, questions, and contributions are essential to our collective learning.
- **Collaborate openly.** We'll work in teams frequently — success comes from sharing insights and respecting diverse perspectives.
- **Stay curious.** Approach assignments with an investigative mindset, connecting!

🔗 course concepts to real-world events.

- **Own your learning.** Meet deadlines, prepare for discussions, and take initiative in group work.
- **Bring your whole self.** Creativity, lived experiences, and personal passions are welcome in this classroom.

In return, you can expect:

- **A supportive learning environment** where questions are valued and mistakes are part of growth.
- **Practical tools and frameworks** you can apply well beyond this course.
- **Opportunities to connect** with practitioners, peers, and ideas that can help shape your professional journey.
- **Course Overview**
- In today's interconnected world, opportunities abound to **observe, critique, and actively participate** in addressing social challenges. This course explores the **historic and ongoing role of Social Entrepreneurship** — where passion, interest, and profession converge for social good.
- We will examine the **“5 Ts” of Social Enterprise**: Time, Talent, Treasure, Ties, and Testimony — understanding each individually and as an interconnected system. By the end of the course, students will be equipped to assess, launch, or support a social enterprise with a clear understanding of its operational realities, growth potential, and long-term sustainability.

Learning Objectives

By the conclusion of the course, students will be able to:

- Trace the history and evolution of Social Entrepreneurship
- Evaluate and understand the structure of non-profit organizations.
- Identify decision criteria and strategic levers for starting a social enterprise.
- Analyze the social and economic impact of social ventures.
- Apply core business principles to advance social mission outcomes.
- Assess and leverage the role of stakeholders: Volunteers, Boards, Donors, Advisors, and Beneficiaries
- Understand the interplay of strategy, operations, and governance for longevity.

Course Approach

We will combine:

- **Assigned readings** (including Harvard Business School materials)
- **Analysis of current events** and secondary research

- **Interactive class discussions**
- **Guest speakers** (as schedule/topic alignment allows)
- **Collaborative group projects** formed after early-semester team-building exercises.
- **Field assignments** and reflection papers

Policies

- **Attendance:** Up to four (4) absences permitted, plus excused absences for documented illness or life events.
- **Participation:** Active engagement in group work, discussions, and reflection presentations required for full credit.

📄 **Final Project:** Usually a Group or Class Project (individual alternative available upon request).

- **Academic Integrity:** Students are expected to uphold the highest standards of honesty and integrity.

Grading Breakdown

- **Class Attendance: 20%**
- **Participation: 20%**
- **Reflection: 30%**
- **Final: 30%**

Tentative Semester Schedule *(subject to updates in Canvas)*

Weekly Topics and Readings

Observation and Aug. 25, 27

Understanding Social Entrepreneurship Aug. 26-28- Special Assignment

Sept. 1- Labor Day Observance

**Understanding Social Entrepreneurship and Understanding the World Challenges
Sept. 1, Sept. 3**

Understanding the World's Challenges, Business and Social Value Creation Sept. 8, 10

Business and Social Value Creation, Nonprofits and Philanthropy Sept. 15, 17

Nonprofits and Philanthropy Sept. 22, 24

Comm. Social Resp., Corp. Social Resp., and Investing I Sept. 29 and Oct. 1

[Review Field Assignment and Discuss Group Activity](#)

Change the World - Comm. Social Resp., Corp. Social Resp., Oct. 8 and 13

[Review Field Assignment and Discuss Group Activity](#)

Fall Semester Break Oct. 5-6

- Assignment

[Review Field Assignment and Discuss Group Activity](#)

Change the World - Comm. Social Resp., Corp. Social Resp., Oct. 15, 20, 22, 27, 29-Nov. 19

Add Content to Change the World - Comm. Social Resp., Corp. Social Resp., Oct. 17, 22, 24, 29, 31-Nov. 19 Copy

- Assignment

[Review Field Assignment and Discuss Group Activity Copy](#)

Investing I-II - Nov. 13, 17

Social Enterprises- Scaling, Measuring, Impact, and Sustainability- Nov. 19, 24

Leadership and Governance- Nov. 17, 19

Work on Final Project and Discuss Semester Close Out Nov. 24 -Dec. 8

Final TBD...Final Submittal Dec. TBD @ 2:50p -5:30p

