# ENBUS 612 – Spring 2020

# Course Description

## Description

This course explores different approaches that can be used to bring social innovations to scale so that they can have a broad, durable impact on a system. The role of social entrepreneurs and institutional entrepreneurs will be introduced and explored as being key to catalyzing changes in resource flows, the understanding of problems and in shifting laws and policies that govern the problem domain. New approaches to generating financing and revenue for social good, the governance and partnership structures these imply, and how they can enable or constrain systems change. Examples will be drawn from Canadian and international contexts, from the perspectives of entrepreneurs, investors/donors, policymakers and beneficiaries.

This online course was developed by Dr. Sean Geobey, with instructional design and multimedia development support provided by the Centre for Extended Learning. Further media production was provided by Instructional Technologies and Multimedia Services.

**Course Schedule**

Important: **ALL TIMES EASTERN** - Please see the [University Policies](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rCode=uWaterloo-461265) section of your Syllabus for details

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| --- | --- | --- | --- |
| **Week** | **Activities and Assignments** | **End/Due Date** | **Weight** |
| [**Week 1: Introduction to Social Entrepreneurship**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-505721) | [Introduce Yourself](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-505715) | Sunday, May 17, 2020 at 11:59 PM | Ungraded |
| See [Assignment Overview](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754969) for details on structure of graded assignments |   |
| [**Week 2: Social Innovation Design Thinking**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754791) | Check that you can log in to PEAR, see [Using PEAR](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-756161) for details | Check afterTuesday, May 19, 2020 at 9:00 AM |   |
| [System Map](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-749556): Initial Submission | Sunday, May 24, 2020 at 11:59 PM | **5%** |
| [**Week 3: Social Enterprise Models**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754792) | [System Map](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-749556): Peer Review | Sunday, May 31, 2020 at 11:59 PM | **5%** |
| [**Week 4: Measurement Models**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754793) | [Briefing Note](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754688): Initial Submission  | Sunday, June 7, 2020 at 11:59 PM | **5%** |
| [**Week 5: Social Return On Investment: Stakeholder Analysis**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754794) | [Briefing Note](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754688): Peer Review | Sunday, June 14, 2020 at 11:59 PM | **5%** |
| [**Week 6: Social Return On Investment: Running the Numbers**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754795) |   |  |   |
| [**Week 7: Social Innovation**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754796) | [Work Plan and Budget](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754689): Initial Submission  | Sunday, June 28, 2020 at 11:59 PM | **5%** |
| [**Week 8: Legal Forms: For-profit, Non-profit, Charity**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754797) | [Work Plan and Budget](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754689): Peer Review | Sunday, July 5, 2020 at 11:59 PM | **5%** |
| [**Week 9: Legal Forms: Co-operative, Social Enterprise, Union**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754798) | [System Map](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-749556): Final Revision | Sunday, July 12, 2020 at 11:59 PM | **5%** |
| [Briefing Note](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754688): Final Revision | **5%** |
| [Work Plan and Budget](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754689): Final Revision | **5%** |
| [Pitch Deck](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-753103): Initial Submission | **5%** |
| [**Week 10: Social Finance**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754799) | [Pitch Deck](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-753103): Peer Review | Sunday, July 19, 2020 at 11:59 PM | **5%** |
| [**Week 11: Scaling Strategies: Scaling Out**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754800) | [Pitch Deck](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-753103): Final Revision | Sunday, July 26, 2020 at 11:59 PM | **15%** |
| [SROI Analysis](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754690) | **15%** |
| [**Week 12: Scaling Strategies: Scaling Up and Scaling Deep**](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754801) | [Reflection Paper](file:///C%3A%5Cd2l%5Ccommon%5Cdialogs%5CquickLink%5CquickLink.d2l?ou=536153&type=content&rcode=uWaterloo-754691) | Sunday, August 2, 2020 at 11:59 PM | **15%** |

**There is no final examination for this course**

**Official Grades and Course Access**

Official Grades and Academic Standings are available through [Quest](https://uwaterloo.ca/quest/).

Your access to this course will continue for the duration of the current term. You will not have access to this course once the next term begins.