GLOBAL SUMMER PROGRAMME 2027

MGMT223 SUSTAINABLE ENTREPRENEURSHIP

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COURSE DESCRIPTION

Sustainable entrepreneurship is an area of importance globally as communities, institutions, and individuals seek to find new ways to address societal needs that are not met by, or inadequately provided for, by government and society. In this course, you will learn concepts, frameworks, and practical skills to strategize, organize, and take action to address societal needs through a commercial enterprise. This course is designed for students who are primarily interested in organizing to create local, regional, or international impact by addressing societal issues such as poverty, inequality, hunger, exploitation, social mobility, and educational access.

LEARNING OBJECTIVES

By the end of this course students will be able to:

- Explain the distinctive features of sustainable entrepreneurship
- Analyse various approaches for applying business solutions to societal problems
- Leverage on system constraints to identify opportunities for creating societal impact
- Implement organizational strategies for scaling impact

PRE-REQUISITES / REQUIREMENTS / MUTUALLY EXCLUSIVE COURSE(S)

NA

ASSESSMENT METHODS

Class Participation (individual):	20%
Case Analysis (individual):	35%
Midterm mini presentation (group):	5%
Final Project presentation (group):	20%
Final Project business plan (group):	20%

Specific guides to each assessment will be distributed during the term.

INSTRUCTIONAL METHODS AND EXPECTATIONS

Both individual and team activities will determine your grade in this course. Whereas Class Participation and Case Analysis are individually graded, the Final Project is a team activity. All members in a team are accountable for the team assignment. At the end of the term, each member may evaluate the overall

contributions of other members in his/her team. All members in a team will receive the same grade for team activities. Your peer evaluation score will be factored into your final individual grade for all team activities if a majority of your team members evaluate your contribution unfavorably.

Lectures shall comprise no more than two third of the class period and will be supplemented with a mix of case studies designed for in- class discussion and debates. As such, students are expected to read the required material before class and engage in class discussion during in-class exercises.

Readings: You are responsible for purchasing the course pack from the library. If the articles are not included in the course pack, you are responsible for locating them via the Library's Praxis Catalogue.

Class Participation: Most class sessions will involve the discussion of specific case situations about real organizations. Through analysis and discussion in class, you will learn to better understand the nature of firm strategy and the processes of formulating and implementing it. Lectures and assigned readings will provide the theoretical framework with which to read and evaluate the cases.

Therefore, it is critical that you prepare thoroughly prior to class. Read the case and assigned readings several times and think about how the concepts and frameworks discussed in class can be applied. Make notes that you can refer to during class. Working with your team members or classmates is encouraged. When you are in class, contribute ideas and analysis to the class discussion. At the same time listen carefully to your classmates and suggest supporting or alternative views. Given the complexities of the real world, there is no single right answer. What is more important is how you use strategic concepts and tools to analyze a situation.

Your class participation grade is determined based on the quality of your contributions and the quantity of your contributions. Attendance therefore is expected and absence, for whatever reason will reduce your class participation grade significantly. Not participating in class discussions will also affect your final grade significantly, even if you attend all class sessions. We will not spend any significant amount of class time repeating what is contained in the cases. Hence, make sure you contribute to class discussion through critical thinking, not by just memorizing course materials.

Case Analysis: This assignment will involve writing an analysis of an impact-oriented commercially viable venture that based in Singapore or overseas. The questions you should address in your analysis of the organization are:

- How does it balance its aspirations for impact with its need for commercial viability?
- What are the key challenges faced by the organization?
- What is your recommendation to management about how they could address these challenges?

Your analysis should not exceed 1000 words in length and should be 1.5 line spaced with 12 font size. You are also expected to hand in a hard copy of your analysis with a cover sheet. **Please also submit soft copy of your answers via Assignment on elearn to the right folder.**

Mini Presentation: In week 7, each team is required to make a five-minute PowerPoint presentation about a societal need that you intend to address with a business solution. The objective of this assignment is for you to conduct initial research into an area that you are keen to delve into. Imagine that you are pitching an idea to inspire and motivate someone to join your founding team.

Final Project: In week 3 or 4, students will be assigned to a team with 5 or 6 members (depending on class size). Each team is required to submit one *written report* and make one *presentation* for the term project.

The final project will be a business plan of your social enterprise. You should have your idea for business start-up as early as possible starting from Lesson 4, but no later than lesson 6. I will brief you more about the final project in class and time will be allocated in class to work on your project.

CONSULTATIONS

After class or by appointment

RECOMMENDED TEXT AND READINGS

Course pack available through elearn

UNIVERSITY POLICIES

Academic Integrity

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at https://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx.

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Accessibility

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's accessibility services team if you have questions or concerns about academic provisions: accessibility@smu.edu.sg. Please be aware that the accessible tables in our seminar room should remain available for students who require them.

LESSON PLAN	
LESSONS	**TOPICS**
LESSON 1	Introduction to social entrepreneurship
LESSON 2	Opportunity recognition: identify and analyze social problems; brainstorm innovative solutions.
LESSON 3	Entrepreneurial strategy
LESSON 4	Business model and business plan
LESSON 5	Building a sustainable business model
LESSON 6	Marketing and operational plan
LESSON 7	Mini presentation delivery Guest speaker
LESSON 8	Financing social entrepreneurship
LESSON 9	Scaling and growth
LESSON 10	Networking and collaboration
LESSON 11	Group presentation
LESSON 12	Group presentation