

SOCIAL ENTREPRENEURSHIP IN THE NON-PROFIT SECTOR

Program Outline

Major:	SENP
Length:	1 Year
Delivery:	2 Semesters
Credential:	Ontario College Graduate Certificate
Effective:	2017-2018
Location:	Orillia (Online only)
Start:	Fall (Orillia (Online only))

Description

Social Entrepreneurship has emerged as a valuable framework for community development and nonprofit sustainability. It has significantly influenced the nonprofit sector resulting in innovative practices that advance social, environmental and/or cultural missions. Social entrepreneurial practices contribute to the financial sustainability while meeting a need in the marketplace through the sale of goods and services. Social entrepreneurship is a mindset that drives nonprofits to revolutionize traditional supports and services and influence social, environmental and/or cultural change in our local and global communities.

Social entrepreneurs, community leaders and program peers mentor student innovators in building a social enterprise business plan as well as navigating the complexities associated with the management of social enterprise ventures within the nonprofit sector.

Career Opportunities

Social entrepreneurs have the opportunity to revolutionize the nonprofit sector, public and private organizations. Potential roles for social entrepreneurs include social

enterprise manager, business developer, community developer, social entrepreneur, community mobilizer, project manager, and social innovation manager.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- align leadership style to manage personal, organizational and community change;
- employ creativity and innovation strategies through the design thinking and ideation processes;
- apply basic entrepreneurial strategies to identify and respond to new local and global opportunities in non-profits and communities;
- develop social programs to foster positive social, environmental and/or cultural change in the community;
- incorporate best practices in the plan, development and implementation of social programs and enterprises;
- select and Implement effective administrative and business skills to manage a social enterprise within the context of a non-profit organization;
- design a business plan for a social enterprise that incorporates research, finance, and marketing elements.

The Program Progression:

Fall Intake - Orillia (Online only)

Sem 1 | Sem 2

Fall | Winter
2017 | 2018

Admission Requirements:

Minimum of a two-year College diploma or equivalent; a three-year diploma or a university degree is preferred.

Graduation Requirements:

- 9 Mandatory Courses
- 2 Practical Experiences

Graduation Eligibility:

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Mandatory Courses

- BNTR1005 Marketing Innovations and Planning
- BNTR1011 Research and Concept Validation
- SENP1000 Personal, Organizational and Community Leadership for Change
- SENP1001 Social Entrepreneurship and Social Innovation Perspectives
- SENP1002 Managing Social Enterprises in the Nonprofit Sector
- SENP1003 Design Thinking and Ideation
- SENP1004 Financial Sustainability in the Nonprofit Sector
- SENP1005 Measuring, Evaluating and Scaling Social Enterprise
- SENP1006 Business Planning for Social Enterprises in the Nonprofit Sector

Practical Experiences

- SENP1007 Field Study Practicum
- SENP1008 Social Entrepreneurship Launch Pad

Course Descriptions:**BNTR1005 Marketing Innovations and Planning 42.0 Hours**

This course is designed to introduce students to marketing theory and marketing strategies and their relationship to entrepreneurship. Marketing theory will be contextualized within the concept of the entrepreneurial venture. Students will examine successful start-up ventures and small-to-medium sized enterprises, each with distinct needs and limited marketing budgets. Students will then develop effective marketing strategies for their business plan, including e-commerce and social media marketing.

BNTR1011 Research and Concept Validation 42.0 Hours

Entrepreneurs face numerous challenges in developing their visions into real world enterprises. Students, who fully understand the viability of their specific business vision, as well as the array of challenges facing the launch of a new venture, are far more successful. This course contributes to the front-end framework of a comprehensive business plan. It also requires students to research and test the economic viability of her/his business concept.

SENP1000 Personal, Organizational and Community Leadership for Change 42.0 Hours
Students explore leadership styles and models that align with the successful realization of social enterprises in the nonprofit community. Students assess their personal leadership style and build awareness as to how their style affects their ability to lead change in organizations and communities.

SENP1001 Social Entrepreneurship and Social Innovation Perspectives 42.0 Hours
Students investigate social entrepreneurship as a mindset driving nonprofits to revolutionize traditional supports and services and thereby influence social, environmental and/or cultural change in our local and global communities. Students analyze examples of social entrepreneurship and social innovation employed by local and global nonprofits and communities. Students also employ creativity and social innovation to propel social change.

SENP1002 Managing Social Enterprises in the Nonprofit Sector 42.0 Hours
Students investigate the complexities of managing social enterprise within the context of a nonprofit organization. In this light, students explore gaps found in traditional management models to meet requirements of nonprofits as related to governance, finance and resource development as well as human resources.

SENP1003 Design Thinking and Ideation 42.0 Hours
Students conceptualize design thinking as a human-centered approach to creative problem solving. Using this approach students match community needs with feasible solutions. Design thinking and ideation is an important stage of social enterprise development. Students identify effective methods to generate ideas and successfully approach and solve multidimensional problems in efforts to build innovative, entrepreneurial solutions.

SENP1004 Financial Sustainability in the Nonprofit Sector 42.0 Hours
Students explore innovative financing opportunities that challenge the way that traditional nonprofits have managed finances. Specifically, students examine new approaches in the growing field of social finance and resource development. Students compare and contrast financial tools and models employed by today's enterprising nonprofits.

SENP1005 Measuring, Evaluating and Scaling Social Enterprise 42.0 Hours
Students explore organizational accountability of social enterprise to measure and evaluate the social, cultural, and/or environmental impact it makes on the community. In the course, students appraise different community impact measurement models and consider how to build upon positive outcomes and strategically scale social enterprises to further extend mission driven work.

SENP1006 Business Planning for Social Enterprises in the Nonprofit Sector 42.0 Hours

Students assess the processes of planning and launching a new social entrepreneurial venture within the context of the nonprofit sector. Students integrate previously studied concepts into a detailed plan for a new mission driven product or service that is viable and sustainable. The course culminates in the opportunity for students to receive feedback from community experts.

P- SENP1004 Financial Sustainability in the Nonprofit Sector

SENP1007 Field Study Practicum 42.0 Hours

Students personalize their learning experience within the social entrepreneurship ecosystem. Students increase their knowledge and expand their networks while observing the real life challenges and successes of a social entrepreneur within the nonprofit environment. Students have the opportunity to share their experiences with peers, and gain valuable and diverse perspectives on the management of social enterprises within a nonprofit context.

SENP1008 Social Entrepreneurship Launch Pad 84.0 Hours

Students have the opportunity to work one-on-one with faculty, business and social economy advisors to develop strategies to execute their business plan. Students participate in experiential learning to network with leaders with sector specific experts to develop their ideas and work product from the program.

P- SENP1003 Design Thinking and Ideation and P- SENP1004 Financial Sustainability in the Nonprofit Sector and P- SENP1007 Field Study Practicum

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

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