



HADM 4125/6125: Foundations of Social Entrepreneurship Course Manual for Spring 2019 T/TH from 11:40AM to 12:55PM 351 Statler Hall

Course Overview: Social entrepreneurship is a rapidly developing and changing business field in which business and nonprofit leaders design, grow, and lead mission-driven enterprises. As the traditional lines blur between nonprofit enterprises, government, and business, it is critical that business students understand the opportunities and challenges in this new landscape. Through guest speakers, case discussion, lecture, and student presentations this course will explore this emerging field. Students will be expected to develop a business plan for a social enterprise. Because the field of social entrepreneurship is interdisciplinary and in its infancy, the course will be introductory in nature and will draw heavily from cases, speaker experience, and student inquiry.

Course Links:

[HADM 4125](#)

[HADM 6125](#)



**Foundations of Social Entrepreneurship (HADM 4125/HADM 6125)
Course Manual Spring 2019 at Cornell University**

Course Objectives: The course is designed to yield the following outcomes over the course of the semester. Upon successful completion of HADM 4125/HADM 6125, you should be able to:

- Understand the growing field of social enterprise, social entrepreneurship, and intrapreneurship and why they exist
- Explain the motivations, opportunities, challenges, financing, business structures, and management approaches typical of social enterprises
- Recognize the changing field of corporate social responsibility and the opportunity it represents to take social enterprise and impact to scale
- Create a business plan for a social enterprise
- Analyze the impact of social entrepreneurship on the public and nonprofit sectors

Enrollment: 3-credit course, on campus instruction, graded only.

Add/Drop Deadlines: SHA has set the following deadlines that must be adhered to for this class. The full details are listed here: <https://registrar.cornell.edu/Student/KeyAcademicDatesIndex.html>. All questions on the add/drop process should be directed to the registrar.

- Add Deadline: February 5, 2019
- Drop Deadline: March 19, 2019- *Note: If you drop a class after this date, the letter "W" will appear on your transcript. Further, withdrawal requires a petition to the registrar's office. Petitions can be declined. Requests to drop the course must be emailed to kaw296@cornell.edu and cc'd to olsen@cornell.edu to be considered.*



Main Point of Contact for You:

Academic Administrative Assistant: Kimberly Whiffen (541 Statler Hall), kaw296@cornell.edu

Kimberly joined the School of Hotel Administration (SHA) as an Academic Administrative Assistant IV in July 2014, after fifteen plus years in administrative and human resource positions. Kimberly also has an extensive background in the hospitality industry and served in many roles in both hotel and bistro environments. Since joining SHA, Kimberly has been highly effective in her work supporting five professors each semester. She has a wealth of knowledge and has excelled in her role especially through the merging of SHA, Dyson, and Johnson, which is now the SC Johnson College of Business. In the Fall of 2017, she took on a new role as a Program Assistant to the Entrepreneurial Bootcamp for Veterans with Disabilities Program in addition to completing her role as an Administrative Assistant. She has a great passion for Cornell. She loves working with the students and seeing them grow. Outside of Cornell she loves spending time with her family.

Course Materials: Handouts, readings, assignments, entrepreneurship resources, and grading rubrics will be available on the Learning Management System (LMS) that Cornell uses called Blackboard at <https://blackboard.cornell.edu> and on my website at www.monaanitaolsen.com/teaching. You will need access to a video camera and microphone (most students use the functionalities on their cell phones). You will also need to take the Gallup's Builder Profile (BP10) Assessment (<https://www.gallup.com/builder/225332/builder-profile-10.aspx>).

Teaching Assistant (TA) Office Hours:

Posted on my website. If you have any questions about class, seek assistance during posted office hours. **Take advantage of office hours to preview your work, ask questions, or catch-up on coursework.**

Course Schedule: This course is held during the semester dates of 1/22/2019 through 5/7/2019.



Foundations of Social Entrepreneurship (HADM 4125/HADM 6125) Course Manual Spring 2019 at Cornell University



Faculty: Mona Anita Olsen, Ph.D. (545B Statler Hall)

Contact Information: olsen@cornell.edu (email is the best way to contact me)

Office hours: By appointment. You are expected to leverage office hours with TAs for initial questions and to catch-up on missed classes. Follow-on questions and work review can then be done during my office hours. Request an appointment at www.monaanitaolsen.com.

Mona Anita K. Olsen is an assistant professor at the School of Hotel Administration in the Cornell SC Johnson College of Business. Olsen is a Faculty Fellow for Risley Residential College for the Creative and Performing Arts for Yogibana (weaving Yoga + Ikebana in 12 steps). Olsen is the founder of Innovation Barn AS in Borhaug, Norway.

As an assistant professor, she developed and currently teaches courses focused on entrepreneurship theory and practice. Olsen led Cornell to win a grant from Norway's

Centre for International Cooperation in Education (SIU). Olsen also wrote the grant to lead Cornell's participation in the International Academic Partnership Program (IAPP) Cuba, a core initiative of the Institute of International Education's Center for International Partnerships in Higher Education, which seeks to increase the number of international partnerships between higher education institutions in the U.S. and Cuba. She is the recipient of a Small Private Online Class (SPOC) grant from the Office of the Vice Provost to create HADM 4180x MAD Clouds: Making a Difference with Cloud-Based Technology in Entrepreneurial Business Planning, the Mario Einaudi Center for International Studies Small Grant for the course development of HADM 4133/6133: Global Conversations with Entrepreneurs, and the Luigi Einaudi Chair Innovation Grant for the International Academic Partnership Program (IAPP) Norway, where she serves as Cornell's representative. Olsen was an Engaged Cornell Fellow and created the Seed the Bloom Program (sowing ideas, cultivating community).

From 2013 to 2016, Olsen served in the academic directorship of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at Cornell. Olsen led initiatives to expand and enrich the Pillsbury Institute's multifaceted work on entrepreneurship education. She engaged partners at all levels to integrate the work of the Pillsbury Institute into ongoing efforts within the Hotel School, Cornell University more broadly, and internationally, including engagement with entrepreneurs at all stages, Cornell alumni, entrepreneurs in residence, academics, and corporate affiliates.

Prior to joining the Cornell faculty, Olsen was a U.S. Fulbright Grantee to Norway, awarded by the United States Department of State and the J. William Fulbright Foreign Scholarship Board. Olsen embraced her experience in Norway, where she focused on growing iMADdu, the educational nonprofit (501c3) she founded in 2010. iMADdu stands for "I Make A Difference, Do You?" and empowers young entrepreneurs through mentoring and participation in its Student Apprenticeship Program. Olsen was the assistant director of the Mason Small Business Development Center at the Office of Research and Economic Development at George Mason University. She also worked as a worldwide sales analyst for Four Seasons Hotels and Resorts.



Evaluation Methods (Graded only, 3 credits):

You can obtain up to 1,000 points in the course which are based on the components below:

- Engagement (200 points)
- Presentations (300 points)
- Written Assignments (500 points)

The grading scale used to convert numerical grades to a final letter grade at the end of the semester is as follows:

A+	1000 points
A	950-999 points
A-	900-949 points
B+	860-899 points
B	830-859 points
B-	800-829 points
C+	770-799 points
C	750-769 points
F	Below 750 points

***All assignments are due by 12:00PM (noon) EST on the day they are due unless otherwise noted.**

If you have a concern about a grade in the course, explain it *in writing* using the Grade Change Request Consideration Online Form at www.monaanitaolsen.com/teaching **within one week** of the grade being posted, in order to be considered. Requests filed after one week of the grade being posted **will not** be considered. I do not accept late work. I suggest you submit as much as you have completed by the submission time in order to get partial points. Anything submitted after the submission time will not be graded. Extra credit opportunities are periodically provided during the semester. I **highly** suggest you take advantage of them.



Engagement (200 points total)

Entrepreneurs engage. You will be evaluated based on your engagement in the course. Engagement consists of two elements: professionalism and participation:

- o Professionalism/respect in online and in class communication: You are expected to behave appropriately in the classroom. Inconsiderate communication or other disruptive behaviors will result in your expulsion from class and losing points. Email communication will be consistent and any issues with online tools should be reported immediately in order for any adjustments to be made. (up to 76 points)

Rubric	0	20	50	76
Professionalism	Shows no professionalism; written discussion shows no respect and consideration for the viewpoints of others.	Some of the written interactions on the discussion board show respect and interest to others' viewpoints.	Generally shows respect and interest to others' opinions.	Always shows respect and interest to others' opinions and is sensitive to peers' diversity and different opinions.

- o Participation is a result of active preparation in class activities. I recognize that you have many opportunities while at Cornell and that you balance many priorities. However, do not contact me with excuses for lack of attendance or tardiness. Personal illness, job interviews, travel plans, etc... are not considered excused absences by university policy. If you accumulate four unexcused absences, you will be given a failing grade for the course. If you arrive late or leave early, half of the points for the class will be taken off. Note: Points for attendance for classes missed before the add deadline can be only made-up by taking extra credit points. If you have questions on the policies on any classes you are missing, please inquire prior to the class to set yourself up for success. (Up to 124 points)



Presentations (300 points total)

*Communication skills are necessary to being a successful entrepreneur and presentations in this course provide you with the opportunity to work on your pitching skills and your formal presentation skills. All assignments must be submitted on the due date, electronically via the LMS. I will provide assessments of your work and specific feedback via the LMS. I want to support your growth in the learning of the content and assist in your presentation skill development. The LMS will be set up to allow submission of any given assignment only up until 12:00PM (noon) EST on the date it is due (with the exception of your final project). All completed submissions are final and may not be revised at a later time. The rubrics for evaluation (and point allocations) will be posted on the LMS. **Late submissions will not be accepted but submissions can be submitted early if that aligns more effectively with balancing your work from other classes and life commitments.**

You will be evaluated on the presentations that you give for the course which include the following elements:

- Video Blogs (Vlogs) (100 points) *50 points each
 - Video links/articles will help you to better understand the topic for class and for the assignment
 - Guiding questions in the assignment table will be useful in helping you succeed at the task
 - **Vlogs are due by 11:59AM EST on the dates outlined below**, if you are struggling to upload your file to the LMS, it is your responsibility to contact ATC (learn more at atc.cit.cornell.edu) prior to the submission time. Take upload times into consideration. Vlogs posted on external websites or drives as links will not be accepted as multiple graders need to view the work for grading and all grading is done and stored on the LMS.

Vlog 1: Wednesday, 2/13/19

Vlog 2: Wednesday, 3/6/19

- Networking Opportunity Presentation (100 points), **Due on Wednesday, April 17, 2019**
- Make a Difference Portfolio (Final--Presentation Portion) (100 points), **Due by 11:30AM EST on Monday, May 13, 2019** (this is the university-assigned date and time for the final project for HADM 4125/6125)

*See note on written portion of the final in the next section.



Written Assignments (500 points)

*All written assignments are setup to mirror the many types of writing styles necessary to be an effective entrepreneur. All written assignments must be submitted on the due date, electronically via the LMS. I will provide assessments of your work and specific feedback via the LMS. I want to support your growth in the learning of the content and assist in your writing skills development. The LMS will be set up to allow submission of any given assignment only up until 12:00PM (noon) EST on the date it is due (with the exception of your final project). All completed submissions are final and may not be revised at a later time. The rubrics for evaluation (and point allocations) will be posted on the LMS. **Late submissions will not be accepted but submissions can be submitted early if that aligns more effectively with balancing your work from other classes and life commitments.**

You will be evaluated on the written assignments that you submit for the course which include the following elements:

- Social Entrepreneurship Footprint Project (100 points), **Due on Wednesday, February 27, 2019**
- Make a Difference Portfolio (Final--Written Portion) (400 points), **Due by 11:30AM EST on Monday, May 13, 2019** (this is the university-assigned date and time for the final project for HADM 4125/6125)

Note: Do not email your submission to me—your submission will only be accepted via LMS. Plan accordingly to get your submission uploaded on time. Late submissions will not be accepted but submissions can be submitted early if that aligns more effectively with balancing your work from other classes and life commitments. Submit partial work by the submission time for partial points. I highly suggest you attend office hours to test your final project PRIOR to the final submission time. The course will not be responsible for any technical issues that you have. It is expected that you start your project at least two weeks prior to the final submission date/time. Feedback on submissions will be provided via the LMS.



Policies:

Academic Integrity:

- Each student is expected to fully abide by the Cornell University Code of Academic Integrity. Familiarize yourself and precisely follow the University's Code of Academic Integrity (<http://cuinfo.cornell.edu/aic.cfm>).
 - This code includes but is not limited to, "A Cornell student's submission of work for academic credit indicates that the work is the student's own. **All outside assistance should be acknowledged** and the student's academic position truthfully reported always. In addition, Cornell students have a right to expect academic integrity from each of their peers." If you use outside assistance, cite with APA citation.
- Any student caught breaking the Code of Academic Integrity, or helping another student break the code, or having any knowledge of other students breaking the code will be subject to penalties.

Accommodations for Students with Disabilities:

- In compliance with the Cornell University policy and equal access laws, I am available to discuss appropriate academic accommodations that may be required for students with disabilities. Requests for academic accommodations are to be made before the add date for the semester, except for unusual circumstances, so arrangements can be made. Students are encouraged to register with Student Disability Services to verify their eligibility for appropriate accommodations.

Inclusivity Statement:

- We understand that our members represent a rich variety of backgrounds and perspectives. Cornell University is committed to providing an atmosphere for learning that respects diversity. While working together to build this community we ask all members to:
 - Share their unique experiences, values and beliefs;
 - Be open to the views of others;
 - Honor the uniqueness of their colleagues;
 - Appreciate the opportunity that we must learn from each other in this community;
 - Value each other's opinions and communicate in a respectful manner;
 - Keep confidential discussions that the community has of a personal (or professional) nature; and
 - Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the Cornell community.



Faith Observances:

- Cornell University policy states that no student should be refused admission or be expelled because he or she is unable to participate in any examination, study, or work requirements because of his or her religious holy day requirements. An opportunity will be provided to make-up any examination, study, or work requirements that many have been missed because of a religious observance providing I have been notified in writing to olsen@cornell.edu a minimum of one week prior to absence.

Stress:

- If you are experiencing personal or academic stress at any time during the semester, or if you need to talk with someone about a personal problem, please seek support as soon as possible. I am available to talk with you about stresses related to this class and can also help you connect with campus resources.

Sharing Policy:

- If you find it helpful to study with other students and share ideas, I strongly encourage you to do so. However, the work you turn in should ALWAYS be your own and all work created for this class should NEVER be shared without the written consent of your peer.

Campus Resources:

- [Office of Student Services](#)
- [The Learning Strategies Center](#)
- [Cornell Health](#)
- [Communication Center](#)
- [Empathy Assistance and Referral Service](#)
- [Cornell Library](#)



I have received the course manual for Spring 2019 for Foundations of Social Entrepreneurship (HADM 4125/HADM 6125) and reviewed the course manual in full.

I acknowledge understanding of the course manual in full.

Printed Name: _____

Signature: _____

Net ID: _____

Date: _____



Standard Release

I am hereby granted the right to record and use, to the extent that it desires, any images (including, but not limited to: visual images, graphics, spoken word, vocal or instrumental music/sound effects) or activity in which I (or my establishment/organization) have taken part on behalf of myself, Cornell and/or its representatives. Recording methods and distribution media may include, but are not limited to: videotape, audiotape, motion picture film, still photographs (analog or digital), DVD, CD or web pages. I further understand that this authorization shall extend to their grantees, lessees or licensees in perpetuity.

Event: Mona Anita Olsen Lecture and Classes

Signature

Date

Please Print

Address
