

Business with Social Impact

:Syllabus Presentation

Calvin Chung, Ph.D.



B Academics



Introduction

- Director of MBA program/Business Department Chair
 - MBA program: Social Impact/For-Benefit focused (B Impact Assessment)
- Taught Nonprofit Mgt & Social Innovation
 - One Topic: Business with Social Impact (CSR, Social Entrepreneurship, Triple Bottom Line, L3C, For-Benefit, B-Corp, & new concepts)



Course Description

- Mission and Purpose Driven businesses have changed a marketplace to become change agents for **social, environmental and economic problems** in our society. Those businesses have brought a variety of **social impacts**. This course will give students an understanding of *how business can be utilized for social benefits/impacts*. The class examines different business means to address social issues in the community and society. The course uses a combination of **readings, lectures, case studies, individual/group projects and experiential learning** to give students a variety of opportunities to test their academic learnings in the real world. The class will provide a variety of theoretical and case study readings and assignments to focus on the challenges, paradoxes and successes of many business-based social change initiatives.

Course Outcomes

- Upon successful completion of this course, the student will be able to:
 1. Develop impact framework
 2. Understand several categories to become socially responsible organizations
 3. Discover innovative ways to the social change
 4. Understand concepts of nonprofit, CSR, social entrepreneurship, L3C, for benefit corporation and Certified B-Corp.
 5. Reflect on how different types of business-based initiative can be utilized to address social issues
 6. Identify five B impact assessment criteria
 7. Understand benefits and challenges of business-based social initiative and B-Corps

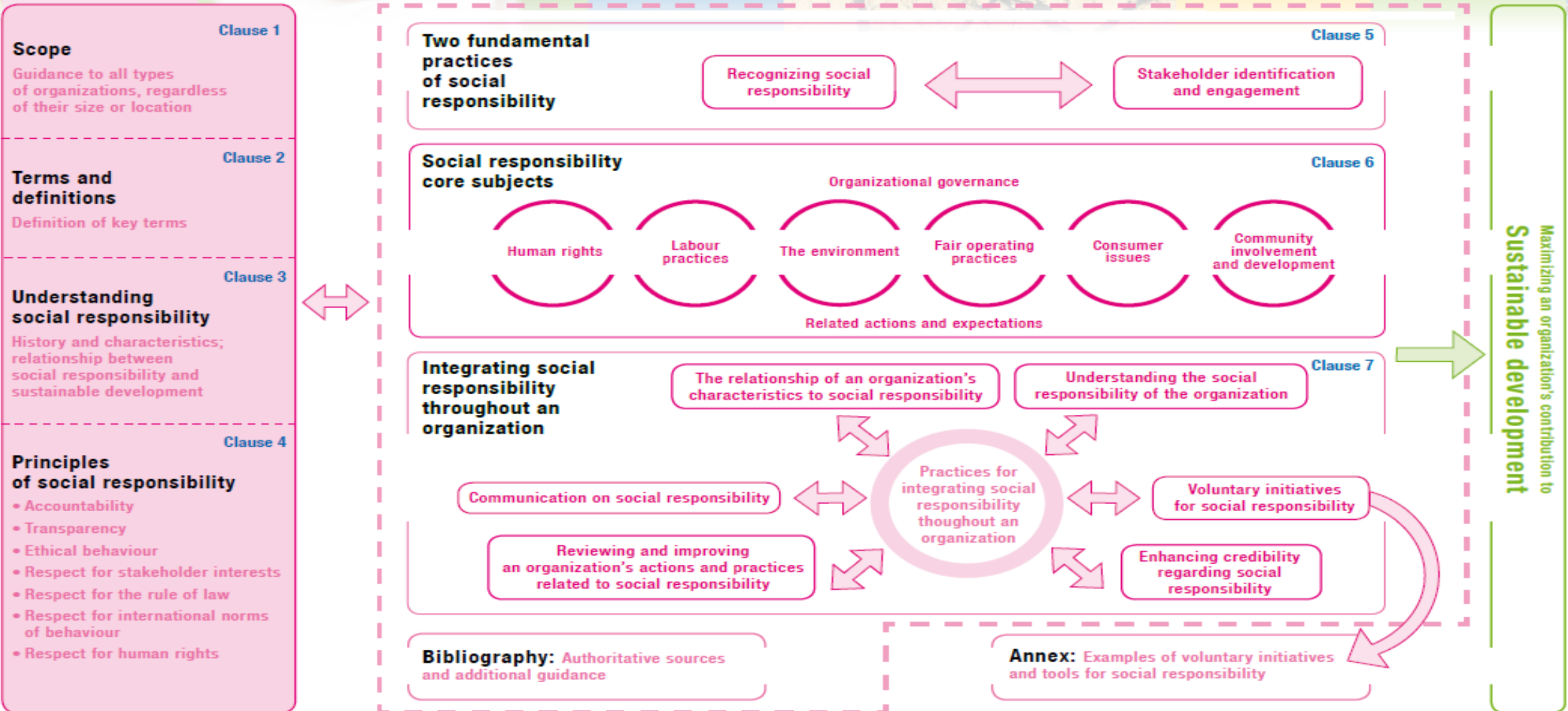
Tentative Schedule (A SEMESTER - 16 Weeks)

Topic	Date	Chapter	Assignments Due
Why Do Social Issues Exist? (Sustainable Development Goals) Impact Framework	Week 1	Readings provided	
Overview and history different sectors addressing social issues	Week 2	Readings provided	
Nonprofit Sector and Organizations	Week 3	Readings provided	GUEST SPEAKER
Social Entrepreneurship	Week 4	Readings provided	Case Presentation 1 (Social Enterprise)
Corporate Community Involvement (CSR)	Week 5	Readings provided	
Sustainable Business (Triple Bottom Line)	Week 6	Readings provided	GUEST SPEAKER
L3C (Low-Profit Limited Liability Companies)	Week 7	Readings provided	
ISO 26000 and For-Benefit Corporation Concepts	Week 8	Readings provided	Case Presentation 2 (Corporate Social Responsibility Initiative)
Certified B-Corp	Week 9	Readings provided	
B-Impact Assessment (Environment)	Week 10	B-Corp Handbook	Business-based social initiative benefits and challenges Due
B-Impact Assessment (Workers)	Week 11	B-Corp Handbook	
B-Impact Assessment (Customers)	Week 12	B-Corp Handbook	Case Presentation 2 (Certified B-Corp)
B-Impact Assessment (Community)	Week 13	B-Corp Handbook	GUEST SPEAKER
B-Impact Assessment (Governance)	Week 14	B-Corp Handbook	
Final Presentations	Week 15		Final Project Presentations and Paper Due

ISO 26000

- What is ISO 26000?
 - International Organization for Standardization
 - Intended for people and organizations from all sectors of their societies, and from any region of the world
 - Guidance on Social Responsibility (ISO 26000 is an International Standard giving guidance/recommendations about how any organization can improve its Social Responsibility and thus contribute to sustainable environmental, social and economic development.)

ISO 26000 Overview

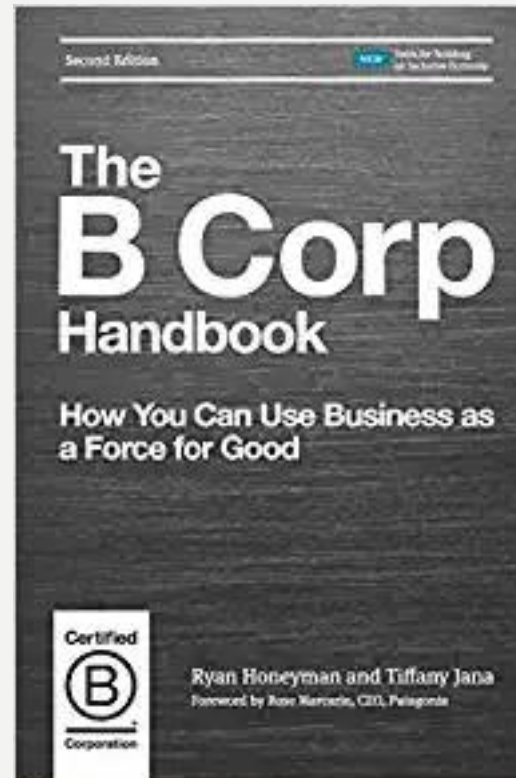


Social responsibility: 7 core subjects



B-Impact Assessment

- The B Impact Assessment
 - Community
 - Workers
 - Environment
 - Governance
 - Customers



What makes us a better company?

B Impact Report

Certified since: April 2015

Summary:	Company Score	Median Score*
Environment	11	9
Workers	N/A	22
Customers	35	N/A
Community	26	32
Governance	17	10
Overall B Score	89	80

80 out of 200 is eligible for certification

*Of all businesses that have completed the B Impact Assessment

*Median scores will not add up to overall

Business-based social initiative benefits and challenges

- You need to conduct interviews one organization that does bring social value to the society through their businesses. The purpose of the **interview** is to explore current issues that organizations may face in today's environment, and how these issues may impact organizations. From your selection of the initiatives (Nonprofit, Social Enterprise, CSR, L3C, For-Benefit corporation, Certified B-Corp), you should identify and analyze at least five (5) key benefits and challenges that your selected organization may have today, or in the future.

Case Studies

- You are to conduct a case study and analysis of a **1) social enterprise, 2) company with good CSR initiative and 3) Certified B-Corp** in your community (City, State, or Country). In effect, this project allows you to better understand about the concepts of social entrepreneurship, CSR and B-Corps in our community. You will be allowed to work on this case study on your own, or in teams of two students. If you work in a team, I will expect a longer and more comprehensive case study, analysis, and recommendations from you.

Reflection Papers

- After each guest speaker's visit, you are going to turn in a page reflection paper discussing about your take-aways and sharing them in class. (no formatting required)
- Reflections based on weekly Topic related news articles

Social Impact Business Start-up

- The goal of this project is to develop a comprehensive plan for starting a for-benefit organization. More detail instructions will be provided.
 - Business Plan
 - or Strategic Plan for existing companies



U.N. SUSTAINABLE DEVELOPMENT GOALS

- SDG

- The Sustainable Development Goals are a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030.

- No Poverty, Zero Hunger, Good Health and Well-being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation, and Infrastructure, Reducing Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life On Land, Peace, Justice, and Strong Institutions, Partnerships for the Goals

SUSTAINABLE DEVELOPMENT GOALS



Famous Problem Solvers

- 1. What causes or social issues do each of you stand for?
- 2. What contributions have you made to society at large?
- 3. What natural talents, skillsets, or strengths would help you become successful social entrepreneurs?
- 4. What other resources or personal connections do you have to start a social venture?
- 5. What is your approximate net worth?
- 6. Ultimately, what jointly-founded business makes sense for both of you, and why?

Elevator Pitch

- A. FOUNDERS :Who are you, and why are you launching a new business together?
- B. PROBLEM :What social issue are you trying to solve, and why is it important?
- C. SOLUTION : How does your innovative product/service create value for customers while also meeting the social need?
- D. IMPACT MEASURES :What specific data points will you track, and what are your long-term social impact goals?

Thank You

