

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS  
NEW CERTIFICATE PROGRAM PROPOSAL

**Must be submitted no later than October 15, 2010, and finalized by the end of the fall semester for catalog copy.**

PROGRAM AREA BUSINESS

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1. **Title:** Certificate in Social Business (15 units)

2. **Learning Objectives:**

--Identify and define various concepts of social business and its distinctions from for-profit business, non-profit/charity, and social entrepreneurship and the conditions under which the different models are more appropriate applied

--Identify the range of tools that may be used to address social problems (government intervention, nonprofit work, private enterprise);

--Develop the tools and skills required to diagnose and address social problems at the local, national, and international levels across disciplines and apply the necessary skills for effective analysis of a social business plan in one of these settings;

-- Assess the success and challenges of an existing social business at the local, national, or international level and deliver thoughtful and well-articulated presentations of the research findings.

3. **Program Description:** This interdisciplinary certificate will provide students from any major, as well as non-matriculated students at CSU Channel Islands and the external community coming from any discipline, the opportunity to develop their knowledge of social business. The emerging field of social business is focused on the concept of using business methods and practices to achieve positive social change. Social businesses promote social objectives such as addressing environmental, health, education, and poverty issues that are **as** important as their financial goals. Investments may be solicited for start-up capital and investors get their money back but do not receive they do a share of the profits. The premise of this approach to social transformation is that money invested is recycled and supports sustainable outcomes rather than short-term results. In this minor, students will develop the tools and skills required to diagnose and address social problems at the local, national, and international levels and apply the necessary skills for effective analysis of a social business plan in one of these settings. The program will equip students to assess the success and challenges of an existing social business at the local, national, or international level. By choosing electives across discipline areas, students will gain an interdisciplinary perspective into social business and the challenges it seeks to address.

### Core Courses (9 units)

#### **BUS/ECON/SOC 203 Intro to Social Business (3)**

Content: What is social business? How is it similar to and different from the conventional business concept, social entrepreneurship, corporate social responsibility, and nonprofit organizations/charities? How might social business be used to address social problems in a range of issue areas (poverty, environment, education, health, women, etc.); case studies will illustrate range of issues and examples.

#### **BUS/ECON/SOC 301 Social Business Planning (3) (prereq BUS/ECON/SOC 203)**

Content: Course will address the major issues one confronts when planning a social business: diagnosis and measurement of social problem, elements of a (social) business plan (all types of resource flows, plausible forecasting about them, tax issues, legal issues, etc.). Students will choose an existing social business and research (through contact with the business) its social business plan.

#### **BUS/ECON/SOC 498 Research Seminar in Social Business (3 units) (prereq BUS/ECON/SOC 203, 301)**

Content: Students and faculty will draw on knowledge from the core and the various elective courses to study an existing social business locally, nationally, or internationally, from planning to implementation, and observe operations in the field. For the certificate, the course will be classroom-based.

### Additional Courses (6 units)

Six units required from the problem-based areas (Economics and Poverty, Culture and Politics, Health and Environment). At least 3 of the 6 units must be upper-division courses (300-level or 400-level).

#### *Economics and Poverty*

BUS 336/SOC 336 Social Entrepreneurship (3)

ECON 362 Environmental Economics (econ 110 and 111 prereq) (3, plus 6 prereq)

ECON 411 Economics of Entrepreneurship (econ 110 and 111 prereq) (3)

POLS 426 Politics of Developing Countries (pols 103 prereq) (3, plus 3 prereq)

ANTH/ECON 444 Values and Valuables (anth 102 or econ 110 prereq) (3, plus 3 prereq)

BUS 448/SOC 448/ ECON 448 Globalization and Development (soc 100 prereq) (3, plus 3 prereq)

ECON 473 Development Economics (econ 310 or 329 prereq; econ 110, 111, and math 140 or 150 prereq) (3, plus 12 prereq)

#### *Science and Technology*

BIOL/BUS 331 Biotechnology in the Twenty-first Century (3)  
BIOL 345/POLS 345 Science and Public Policy (3)  
PHY 448 Team Based Research: Product Design for the Developing World (3)

*Culture and Politics*

ANTH 102 Cultural Anthropology (3)  
GLST 200 Intro to Global Studies (3)  
SOC 201 Social Problems (3)  
CHS 292 Chicana/o Studies Service Learning and Civic Engagement (chs 100 prereq) (3, plus 3 prereq)  
POLS 426 Politics of Developing Countries (pols 103 prereq) (3, plus 3 prereq)  
ANTH/ECON 444 Values and Valuables (anth 102 or econ 110 prereq) (3, plus 3 prereq)

*Health and Environment*

ESRM 100 Intro to ESRM (3)  
BIOL/BUS 331 Biotechnology in the Twenty-first Century (3)  
BIOL 333 Emerging Public Health Issues (3)  
ESRM 340/POLS 340 Politics and the Environment (3)  
CHS/NRS 343 Health Issues in the Latino/a Community (chs100 pre) (3, plus 3 prereq)  
BIOL 345/POLS 345 Science and Public Policy (3)

4. **Program Advisor:** Andrea Grove

5. **Justification:** The certificate provides a way to serve demand from students and from the external community to enhance knowledge about Social Business, generated by Yunus's launching of the CISB in 2010. Students may not be able to complete the additional requirements for a minor, and this program allows them to gain knowledge and experience in social business despite other scheduling restrictions they may have.

6. **Other Fiscal Support Required:** Support will be needed for three new courses: BUS/ECON/SOC 203, BUS/ECON/SOC 301, and BUS/ECON/SOC 498. All the other courses in the program are taught regularly across the campus.

7. **Faculty Available to Teach:** Faculty in departments who teach existing courses; faculty to teach the three new courses include Paul Rivera, Claudio Paiva, Andrea Grove.

8. **Procedure:** n/a

**Andrea Grove**

Proposer of Certificate

**2 Feb 2011**

Date

## Approvals

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Program Chair

Date

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Curriculum Committee Chair

Date

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Dean

Date