

NEW COURSE PROPOSAL

Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester for the next catalog production.

Use YELLOWED areas to enter data.

DATE (*Change if modified and redate file with current date*) FEB 8, 2011; REV 3.3.11

PROGRAM AREA(S) BUS/ECON/SOC

1. Course Information. *[Follow accepted catalog format.]*

Prefix(es) (Add additional prefixes if cross-listed) and Course No. BUS/ECON/SOC 203

Title: INTRODUCTION TO SOCIAL BUSINESS Units: 3

Prerequisites

Corequisites

Consent of Instructor Required for Enrollment

Catalog Description (Do not use any symbols): **Interdisciplinary overview of Social Business models and their application to social, economic, technological, cultural, political and environmental issues both locally and globally. Introduction to the finance and planning of Social Businesses, as well as comparisons to traditional and other alternative business models.**

Grading Scheme:

X A-F Grades

Credit/No Credit
Optional (Student Choice)

Repeatability:

Repeatable for a maximum of units

Total Completions Allowed
Multiple Enrollment in Same Semester

Course Level Information:

X Undergraduate

Post-Baccalaureate/Credential
Graduate

Mode of Instruction/Components *(Hours per Unit are defaulted).*

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS & HEGIS # (Filled in by the De□n)
Lecture	3	1	30		
Seminar		1			
Laboratory		3			
Activity		2			
Field Studies					
Indep Study					
Other Blank					

Leave the following hours per week areas blank. The hours per week will be filled out for you.

hours lecture per week
hours blank per week

2. Course Attributes:

X **General Education Categories:** All courses with GE category notations (including deletions) must be submitted to the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)

A-1 Oral Communication

A-2 English Writing

A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

B-1 Physical Sciences

B-2 Life Sciences – Biology

B-3 Mathematics – Mathematics and Applications

B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

C-1 Art

- C-2 Literature Courses
- C-3a Language
- C-3b Multicultural

D (Social Perspectives)

E (Human Psychological and Physiological Perspectives)
 UDIGE/INTD Interdisciplinary
 Meets University Writing Requirement
 Meets University Language Requirement

American Institutions, Title V Section 40404: Government US Constitution US History
 Refer to website, Exec Order 405, for more information: <http://senate.csuci.edu/comm/curriculum/resources.htm>

Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

3. Justification and Requirements for the Course. (Make a brief statement to justify the need for the course)

A. Justification:

This is a required core course in the Social Business minor, establishing the interdisciplinary and international basis of the program and providing a common foundation for all students in the program. Also, with its unique focus on innovative strategies to approach social and economic problems, this course also fulfills General Education Category D: Social Perspectives.

B. Degree Requirement: Requirement for the Major/Minor **Note: Submit Program Modification if this course changes your program.**
 Elective for the Major/Minor
 Free Elective

4. Student Learning Outcomes. (List in numerical order. You may wish to use the following resource in utilizing measurable verbs: <http://senate.csuci.edu/comm/curriculum/resources.htm>)

Students who successfully complete this course will be able to:

1. Define the concept of Social Business.
2. Compare and contrast Social Business, traditional business and other alternative business models.
3. Describe the key elements of planning, financing and managing a Social Business.
4. Analyze the potential of Social Businesses to address social, economic, technological, cultural, political and environmental issues .

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]

1. What is a Social Business? Definitions and Models
 - a. Business
 - b. Social Business
 - c. Social Entrepreneurship
 - d. Corporate Social Responsibility
2. What issues do Social Businesses address?
 - a. Economics and Poverty
 - b. Science and Technology
 - c. Culture and Politics
 - d. Health and Environment
3. How does a Social Business work?
 - a. Goals and Planning
 - b. Finance
 - c. Growth and Management
 - d. Performance Analysis

Does this course content overlap with a course offered in your academic program? **Yes** **No**
 If YES, what course(s) and provide a justification of the overlap.

Does this course content overlap a course offered in another academic area? **Yes** **No**
 If YES, what course(s) and provide a justification of the overlap.

Overlapping courses require Chairs' signatures.

6. Cross-listed Courses (Please note each prefix in item No. 1)

A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).
List each cross-listed prefix for the course: BUS/ECON/SOC 203

B. Program responsible for staffing: **Martin V. Smith School of Business and Economics/CISB**

7. References. [Provide 3 - 5 references]

- Conway, Clifford (2008). "Business Planning Training for Social Enterprise". *Social Enterprise Journal*, Vol. 4, Iss. 1. p. 57.
- United Nations (2007). *The Millennium Development Goals Report 2007*. United Nations. New York.
- Yunus, Muhammad (2008). *Creating a World Without Poverty: Social Business and the Future of Capitalism*. Perseus Books. Philadelphia, PA.
- Selection of articles from academic journals

8. Tenure Track Faculty Qualified to Teach This Course.

Dennis Downey, Andrea Grove, Claudio Paiva, Paul Rivera

9. Requested Effective Date:

First semester offered: **Fall 2011**

10. New Resources Requested. Yes **No**

If YES, list the resources needed.

A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)

B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)

C. Facility/Space/Transportation Needs

D. Lab Fee Requested (please refer to Dean's Office for additional processing) **Yes** **No**

E. Other

11. Will this new course alter any degree, credential, certificate, or minor in your program? Yes **No**

If, YES attach a program update or program modification form for all programs affected.

Priority deadline for New Minors and Programs: **October 4, 2010** of preceding year.

Priority deadline for Course Proposals and Modifications: **October 15, 2010**, of preceding year.

Last day to submit forms to be considered during the current academic year: **April 15th**.

Paul Rivera and Andrea Grove

2 Feb 2011

Proposer of Course (Type in name. Signatures will be collected after Curriculum approval)

Date

Course: BUS-ECON-SOC203 Introduction to Social Business

Area: D Social Perspectives

1. Promote understanding of how the issues relevant to social, political, contemporary/historical, economic, educational or psychological realities interact with each other within the realm of human experience

BUS/ECON/SOC 203, Introduction to Social Business, will explore the ways in which the concept of social business attempts to address social problems that have multiple causes and implications—economic, social, political, environmental, etc. In covering the causes and also the “toolbox” for dealing with these problems, students will be exposed to the complexity of reality.

2. Focus on how a social science discipline conceives and studies human existence

Drawing on analytical perspectives from economics, sociology, political science, and business students will be exposed to various ways of diagnosing problems and thinking about causality.

3. Address issues using the methods commonly employed by a social science discipline

Students will be taught using comparative case studies, among other common methods. The course will approach the evaluation of success/failure of social business enterprises in a social scientific framework: How are success and failure clearly defined, what are the observable indicators of success and failure, formulation of hypotheses about the impact of social business, etc.

Approval Sheet

Program/Course: BUS 203

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
Program Chair		
	Signature	Date
General Education Chair		
	Signature	Date
Center for International Affairs Director		
	Signature	Date
Center for Integrative Studies Director		
	Signature	Date
Center for Multicultural Engagement Director		
	Signature	Date
Center for Civic Engagement Director		
	Signature	Date
Curriculum Chair		
	Signature	Date
Dean of Faculty		
	Signature	Date