**PPA 6033: Nonprofit Enterprise**

**Time/Location:** Wednesday, 6:10-8:00 p.m  
MPA 302

**Instructor:** Professor Jasmine Johnson, jmcginnis@gwu.edu  
601E (MPA Building), 202-994-3808  
@Prof_JJohnson (on twitter)

**Office Hours:** Tuesday 2:00-5:30 p.m.  
Please sign up for appointments using jasminejohnson.youcanbookme.com

**Course Description:**  
The course will be structured around three elements:  
1. The role and impact of nonprofit enterprise  
2. The nonprofit and social enterprise ecosystem  
3. The mechanics, tensions, and realities of starting and/or managing a nonprofit or social enterprise.

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 students understand the opportunities and challenges in this new landscape. This course will critically examine the use of business methods by nonprofit organizations and take a hands on approach to the intersection of enterprise within the nonprofit sector.

Through guest speakers, discussions, lectures, and student presentations this course will explore this emerging field. A large component of this course is utilizing the lessons from our classroom discussions to inform practice. Building on a foundation of nonprofit theory and an awareness of contemporary trends in social enterprise, your service learning project with a local organization is the vehicle for refining our understanding of the many nuances involved in nonprofit enterprise.

**Learning Objectives:**  
Students completing the course will be able to  
1) Compare and contrast the role of nonprofit organizations, nonprofit enterprises and social enterprises in society  
2) Identify areas of our economy/society where social entrepreneurs work and/or where they could work  
3) Examine how nonprofit enterprise is experienced in a variety of contexts where organizations undertake business partnerships, and commercial ventures.  
4) Assess the opportunities and pitfalls in various strategies and models adopted by nonprofit and social organizations through your service learning projects.

**Course Format:**  
Because the field of social entrepreneurship is interdisciplinary and in its infancy, the course will be introductory in nature and will draw heavily from class discussion. Classes are organized in a seminar format where I lecture very little and instead we discuss our ideas and opinions about the future of nonprofit enterprise. This class also has a ‘book club’ component where as a class we will read two rbooks during the course of class to help you develop your ideas and positions.
You are expected to have read the assigned material prior to each class. We may not discuss all of the readings explicitly in each class. Instead, I want to enhance and build on (not repeat) what you have read. You are not expected to have all the right answers in every class, nor are you expected to dominate every in-class discussion. You are, however, required to be prepared and contribute regularly to our class discussions.

The quality of our class discussions will depend on how well prepared you are and how willing you are to share the results of that preparation with the class. Remember that you (your unique insights and thoughts) are a source of learning to the rest of the class. **You may notice that there is not a grade for participation or attendance. This is a graduate level course and I expect you to participate and attend class.** More than two absences (excused or unexcused) will result in 20 points deducted from your final grade.

**A note about Blackboard:**

You'll find your standard blackboard buttons on this course. However, note that there is a discussion board called Ask your Professor. If you have any questions throughout the course about assignments, readings, or other concerns, questions please ask them in this public forum before e-mailing me directly. This will reduce the confusion amongst students and get questions answered for the entire class.

For those of you who find relevant news stories or examples, you can also post them here.

**Additional Resources:**

1. Social Enterprise Youtube references (compiled) - [https://www.youtube.com/playlist?list=PLj7vJdcHUXdhJ0OStelDWlUeMd3SCGdOa](https://www.youtube.com/playlist?list=PLj7vJdcHUXdhJ0OStelDWlUeMd3SCGdOa)
2. Acumen Stories of Poverty Alleviation  
   [https://medium.com/acumen](https://medium.com/acumen)
3. Twitter (Search for the hashtag #socent)

**Breakdown for Grading:**

Grades will be based on the following standard percentages:

- 94-100 A
- 90-93 A-
- 87-89 B+
- 84-86 B
- 80-83 B-
### Grade Distribution:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>% of Grade</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Class Case Illustration Presentation and one page write up</td>
<td>5%</td>
<td>Dependent on when you sign up</td>
</tr>
<tr>
<td></td>
<td>P/F</td>
<td>As noted in the syllabus</td>
</tr>
<tr>
<td>Letter to Editor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Rough Draft 1</td>
<td>Not Graded</td>
<td>March 9</td>
</tr>
<tr>
<td>- Peer Review Feedback</td>
<td>10%</td>
<td>March 23</td>
</tr>
<tr>
<td>• Rough Draft 2 – (Optional)</td>
<td>Not Graded</td>
<td>March 30</td>
</tr>
<tr>
<td>• Final LTE</td>
<td>25%</td>
<td>April 13</td>
</tr>
<tr>
<td>Service Learning Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Team Agreement</td>
<td>Not Graded</td>
<td>February 10</td>
</tr>
<tr>
<td>• Client Agreement</td>
<td>Not Graded</td>
<td>February 24</td>
</tr>
<tr>
<td>• Client Deliverable</td>
<td>35%</td>
<td>May 5</td>
</tr>
<tr>
<td>• Final Presentation</td>
<td>25%</td>
<td>April 20</td>
</tr>
</tbody>
</table>

Full syllabus available upon request from Professor.
Department Policies in Public Administration and Public Policy Courses

1. **Incompletes:** A student must consult with the instructor to obtain a grade of I (incomplete) no later than the last day of classes in a semester. At that time, the student and instructor will both sign the CCAS contract for incompletes and submit a copy to the School Director. Please consult the TSPPPA Student Handbook or visit http://www.gwu.edu/~ccas/faculty/files/Incomplete_poli0.pdf for the complete CCAS policy on incompletes.

2. **Submission of Written Work Products Outside of the Classroom:** It is the responsibility of the student to ensure that an instructor receives each written assignment. Students can submit written work electronically only with the express permission of the instructor.

3. **Submission of Written Work Products after Due Date: Policy on Late Work:** All work must be turned in by the assigned due date in order to receive full credit for that assignment, unless an exception is expressly made by the instructor.

4. **Academic Honesty:** All examinations, papers, and other graded work products and assignments are to be completed in conformance with the George Washington University Code of Academic Integrity. (see http://www.gwu.edu/~ntegrity/code.html)

   Note especially the definition of plagiarism: “intentionally representing the words, ideas, or sequence of ideas of another as one’s own in any academic exercise; failure to attribute any of the following: quotations, paraphrases, or borrowed information.”

5. **Changing Grades After Completion of Course:** No changes can be made in grades after the conclusion of the semester, other than in cases of clerical error.

6. **The Syllabus:** This syllabus is a guide to the course for the student. Sound educational practice requires flexibility and the instructor may therefore, at her/his discretion, revise content and requirements during the semester.

7. **Accommodation for Students with Disabilities:** Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: http://gwired.gwu.edu/dss/

8. **University Counseling Center:** The University Counseling Center (UCC), 202-994-5300, offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include:
   - crisis and emergency mental health consultations
   - confidential assessment, counseling services (individual and small group), and referrals http://gwired.gwu.edu/counsel/CounselingServices/AcademicSupportServices

9. **Emergency Preparedness Information.**