PPP 6033: Nonprofit Enterprise

**Time/Location:** Monday, 6:10-8:00 p.m
Monroe Hall 352

**Instructor:** Professor Jasmine Johnson, jmceginnis@gwu.edu
601E (MPA Building)
@Prof_McGinnis (on twitter)

**Office Hours:** Monday 3:30-5:30 or by appointment

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

3) Assess the opportunities and pitfalls in various strategies and models adopted by nonprofit and hybrid 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 cases, speaker experience, and student inquiry. 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 Colleagues. If you have any questions throughout the course 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. Also, if you have a question please check the discussion board first. Questions can range from readings that you need more clarity on, confusion about assignments, due dates, etc.

**A note about readings/guest speakers:**
I am still confirming some of your guest speakers and will update the syllabus with their bio’s as soon as possible. Some of your later readings are also TBD since these are determined in collaboration with your guest speakers. Again, it is your responsibility to check blackboard for syllabus updates.

**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</td>
<td>5%</td>
<td>Dependent on when you sign up</td>
</tr>
<tr>
<td>Guest Speaker Questions</td>
<td>P/F</td>
<td>As noted in the syllabus</td>
</tr>
<tr>
<td><strong>Letter to Editor</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Rough Draft 1 – Peer Review</td>
<td>Not Graded</td>
<td>March 3</td>
</tr>
<tr>
<td>• Rough Draft 2 – (Optional)</td>
<td>Not Graded</td>
<td>March 24</td>
</tr>
<tr>
<td>• Final Paper</td>
<td>25%</td>
<td>May 5</td>
</tr>
<tr>
<td><strong>Service Learning Project</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Team Agreement</td>
<td>10%</td>
<td>February 10</td>
</tr>
<tr>
<td>• Client Agreement</td>
<td>10%</td>
<td>February 17</td>
</tr>
<tr>
<td>• Client Deliverable</td>
<td>35%</td>
<td>April 30</td>
</tr>
<tr>
<td>• Final Presentation</td>
<td>15%</td>
<td>April 30</td>
</tr>
</tbody>
</table>