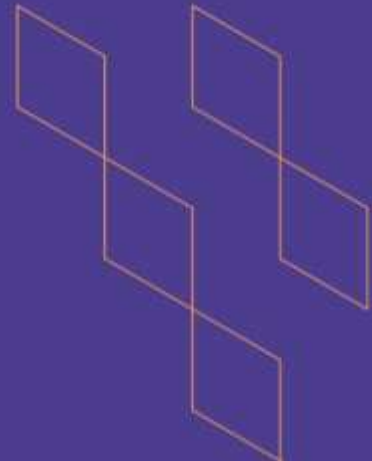




T-104
2022

Course Specification



Course Title:	Social Entrepreneurship
Course Code:	BA4404
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	28/01/2023



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A. General information about the course:

Course Identification	
1. Credit hours:	4
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered: Level 11	
4. Course general Description This course aims to introduce students to the principles of social entrepreneurship, emphasizing the value of entrepreneurial practices that lead to solving social problems and/or fulfilling social needs. The course seeks to present an overview of entrepreneurial initiatives undertaken by non-profit organizations seeking to address social problems; and identify the potentials and limitations of this approach. Through various case studies and examples, students learn how to generate innovative solutions to problems experienced by the service sector, as well as differentiate between various business models and optimal implementations.	
5. Pre-requirements for this course (if any): BA2401 BA2402	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s) This course continues the aims of Entrepreneurship (1) and (2), with the added emphasis on developing the conceptual and practical skills associated with undertaking social ventures.	

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	32	80%
2.	E-learning	8	20%
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		





2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	32
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	8
5.	Others (specify)	
	Total	40

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Identify and define various entrepreneurial business models.	K1	Lecture, Discussion	Exams, Participation
1.2	Recognize and extract demand and supply of social opportunities.	K3	Lecture, Discussion	Exams, Participation
1.3	Compare and contrast funding resources for social venture.	K4	Lecture, Discussion	Exams, Participation
2.0	Skills			
2.1	Design and pivot a comprehensive social venture plan.	S1	Lecture, Discussion	Assignments
2.2	Discover and complete a dynamic and constructive working model.	S3	Lecture, Discussion	Assignments
2.3	Appraise and prioritize essential social necessities.	S3	Lecture, Discussion	Exams, Participation
2.4	Reframe and modify any outcomes deficiencies.	S3	Lecture, Discussion	Exams, Participation



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate values of integrity, ethical behavior, cooperation, and independence in both academic and personal contexts.	V3	Course syllabus and class discussions	Group projects, assignments, and class discussions
...				

C. Course Content

No	List of Topics	Contact Hours
1	Introduction What Is Social Entrepreneurship	4
2	Characterizing Challenge Seeing the Opportunities	3
3	Co-Creating with the Community Understanding the People, Places, Problems, and Potential	3
4	Designing our Solution Generating Ideas, Models, and Solutions	3
5	Market Strategy Compass: Vision, Mission, Values	3
6	Delivering Solution Operations and Distribution	3
7	Measuring Impact Different Metrics for Different Fields	3
8	Completing the Business Model The Basics Forecasting	3



9	Pitching and Networking Write a Business Plan	3
10	Funding Your Venture Resource Dashboard and Sources of Funding	3
11	Building the Organization Legal Structure	3
12	Communications Different Components in Venture Communications	3
13	Managing Growth Expanding and Scale	3
Total		40

D. Students Assessment Activities

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Required Reading Reflection	2	10 %
2	Case Analysis	4	10 %
3	Social Venture Plan Pitch	6	15 %
4	Social Venture Plan Presentation	10	15 %
5	Written Social Venture Plan	12	20 %
6	Final Exam	13	30 %

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)



E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). <i>Entrepreneurship in the Social Sector (ESS)</i> . Sage Publications
Supportive References	Guo, C., & Bielefeld, W. (2014). <i>Social entrepreneurship: An evidence-based approach to creating social value</i> . San Francisco, CA: Jossey-Bass.
Electronic Materials	Posted on Course material in Blackboard
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, Demonstration lab
Technology equipment (projector, smart board, software)	Data Show, MS Excel, R, (Optional: Tableau)
Other equipment (depending on the nature of the specialty)	None

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders	Review of course portfolios



Assessment Areas/Issues	Assessor	Assessment Methods
	Department and quality committee	Instructor assessment by students
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023

