NEW COURSE FOR FALL 2015

PADM 7714
SOCIAL ENTREPRENEURSHIP
Thursdays 5:30-8:30 p.m.

Offered in partnership between the Crews Center for Entrepreneurship and the Division of Public and Nonprofit Administration

Social Entrepreneurship has become a new buzzword in policy and business circles. In this class students will

• Acquire an understanding of the field of social entrepreneurship
• Acquire an understanding of the basic skills and tools for modeling disruptive new business concepts
• Acquire an understanding of validating new social venture models through “evidence-based entrepreneurship” methods
• Developed a basic social venture business model and investment ‘pitch’ for funding and scaling a new social venture

Students will be exposed to a variety of topics including: Design based thinking, social enterprise, scaling up, raising capital for social ventures

Instructor: Dr. Michael Howell-Moroney
mhwllmrn@memphis.edu