Course name: Social Enterprise – New Challenges for Social Action

Course description:
Social enterprise, the utilizing market based strategies for addressing social goals is a well developed phenomenon of the last 20 years, in a variety of forms. The course will deal with the historical and sociological background of the phenomenon; the different models existing in the West and in developing countries; the managerial and social challenges faced by practitioners; evaluations and criticism of the field; and an analysis of the Israeli models. Guest speakers in the course will be: social entrepreneurs, nonprofit leaders and business people active in the field. The course will include a section of hands-on experience in the various stages of setting up a social enterprise.

Sources:


The course will focus on familiarizing students with the remarkable developments in the world and in Israel in the meeting between social entrepreneurship and corporate efficiency.

Students will learn to recognize different models of social entrepreneurship projects that are operated in the world and in Israel, will focus on the management and social challenges that face the operators in this field, will get to know research in Israel and the world that explains, evaluates and assesses such activity, will meet social entrepreneurs and business people who operate social entrepreneurship models in Israel, and will test the process of planning and setting up a business project through case studies and simulations.

Topics of the course:
- A historical review of the development of the meeting between business activity and social entrepreneurship in different countries in the world.
- Learning and getting to know the wide range of models that exist in developed countries and in third world countries for advancing social goals through business strategies.
- The challenges that the organizational culture of nonprofit organizations faces when setting up business projects.
- The role of the country in promoting business projects in the context of providing social services and the different perspectives on these issues.
- Can we balance between social goals and business goals in organizational projects? The challenge of the Double (or triple) Bottom Line.
- Special business models for serving disadvantaged populations.
- Business challenges in managing business/social projects: business plans, human resources, pricing, sources of funding, relations with boards and managers.
- Evaluating and measuring social return on investment (SROI). (Sources of funding: microcredit, Grameen Bank, through social funds, and through commercial social banks.)
- Legal frameworks and the approach of government agencies in Israel and the world.

Bibliography:

Dees, Gregory. The meaning of Social Entrepreneurship (1998 revised 2001)

Defourny, Jacques, Nyssens Marthe (eds.) (2008) Social Enterprises in Europe: Recent Trends and Developments, WP no. 08/01, EMES Europeans Research Network


Yunus Muhammad, Nobel Lecture


O'Regan Katherine M and Oster, Sharon M. (2000), Nonprofit and For-Profit Partnerships: Rationale and Challenges of Cross-Sector Contracting Nonprofit and Voluntary Sector Quarterly 2000; 29; 120


מטלות/דרישות הקורס

1. שיעורים: השיעורים יתבססו על חומרי הקורס ועל דガイド והינוחים המרכזיים

2. מטלה מנשאית (30% מציון הסופי)

בחרו מבית התוכן שבית התוכן מושך מוסר ובלשון ערבי, אי אפשרית"מ

א. תצוגה מודלית של התוכן בשפת יידיש ובשפת ערבית או כרוניקל

ב. חיבור מתוכן של מוסר עקיף ובלשון ערבי

( case studies )