# Social Entrepreneurship, Engagement and Development Lab 2.0

(SEED Lab 2.0)

**Syllabus**

<table>
<thead>
<tr>
<th>Module (weekend)</th>
<th>Modules’ Topic</th>
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</table>
| **Module 1**<br> On-campus 12 h | Set the ground for developing your venture’s strategy for the future by examining and assessing the current status quo of your organization as a whole as well as the surrounding landscape.  
Topics:  
- Introduction to social entrepreneurship and key concepts  
- The big breakthrough: sustainability, impact, leadership and the transformational approach  
- Your vision and mission *in and for* the future  
- Postcards from the future  
- Mapping and the understanding the surrounding environment and its challenges in the future  
- Theory of change and logic model 2.0  
- Finance and budgeting for the future  
- Screening entrepreneurship opportunities 1.0 |
| **On-line session**<br> 4h | Assess the status quo of your venture, its leaderships and of other stakeholders directly involved by developing a SWOT analysis highlighting the strengths, weaknesses, opportunities and threats.  
Topic:  
- SWOT Analysis |
| **On-line session**<br> 4h | Map and understand in-depth the dynamics of the market by focusing on the stakeholders, their strategies and their products and assessing the competition in relation to your venture’s products/services.  
Topic:  
- Competitive Analysis - Understanding your environment and marketing channels. Defining marketing and sales |
# Module 2

**On-campus 12 h**

Your venture’s overall sustainability goes beyond its financials. One should focus on the services/products the enterprise has been developing or planning to launch, the market’s dynamics, the competition, the existing stakeholders, as well as the beneficiaries. These assessments are linked to various changes and challenges that might appear in the future thus developing and planning potential solutions and strategies.

**Topics:**
- Products and services as tools to achieve sustainability
- Product costs and the resources needed
- Defining and segmenting the target population
- Beneficiary experience and the benefits
- Customer acquisition
- Screening entrepreneurship opportunities 2.0
- Understanding and mapping the stakeholders
- From competitors to partners and resources
- Storytelling: share the story of your work

## On-line session 4h

Examine the importance of collecting and using data. This session provides tools to developing and implementing a coherent and solid strategy regarding the way data is collected and used both to the benefits of the venture as well as its beneficiaries.

**Topic:**
- The importance of collecting and using data

## On-line session 4h

Take your organization’s development strategies to the next level. Everyone is trying to include one way or another the online opportunities into their fundraising goals, but only a few are successful.

**Topic:**
- Online fundraising: building consistent long-term strategies

# Module 3

**On-campus 12 h**

No money, no mission. Focus on your venture’s financial sustainability in order to increase and expand your impact. Developing and implementing a long-term strategy when it comes to your finances is crucial to building a solid structure.
and ensuring your organization’s long-term relevance and importance.

Topics:
- Business models
- Budgeting and financials
- Generating revenue
- Screening entrepreneurship opportunities 3.0: Piloting and testing
- Fundraising in and for the future
- Meeting donors’ expectations
- Scaling the venture and/or the impact
- Finalizing the business plan and action plan
- Pitch practice

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<tr>
<th>On-line session 3h</th>
<th>There is no impact if you are not able to prove it. Focus on the role of monitoring, measuring and evaluating impact in a mission-driven organization’s planning and strategies.</th>
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</table>
|                   | Topics:  
|                   | - Measuring and monitoring impact |
| On-line session 3h| Sharing your organization’s work and impact is as important as its business plan. Developing a solid brand and consistent messaging are processes that reflect and involve your entire organization. |
|                   | Topics:  
|                   | - Branding and messaging |
| Module 4 On-campus 12 h | Surround yourself with a strong board and solid and reliable partners whose support will help your organization achieve its mission and plan for the future. |
|                   | Topics:  
|                   | - Building the right board of directors 
|                   | - Managing the board of directors |
| **On-line session** | **2h** | • Developing external partnerships for the future  
• Talent acquisition – hire for the future  
• Engaging primary and secondary competitors to advance the organization’s mission  
• Sustainable budgeting  
• Finalizing the business plan and action plan  
• Pitch practice  

**Up your fundraising game to reflect your needs and ever-changing dynamics of the sector you are active in as well as the donors’ expectations.**  
**Topic**  
• Innovate your fundraising strategy |
| **On-line session** | **3h** | • Learn how to take the entrepreneurial opportunities to fruition by developing a consistent and sustainable strategy  
**Topic**  
• Implementation and launching/relaunching of entrepreneurial opportunities  

**On-line session**  
**3h**  
• Develop the action plan that highlights your organization’s strengths as well as your own and your team’s.  
**Topic:**  
• Where do you go next? Explore your potential big breakthroughs.  

**Module 5**  
**On-campus 12h**  
• Become the leader that will be able to turn your organization’s vision into reality while building a venture capable to respond to the future’s dilemmas and grow stronger beyond your staying in office.  
**Topics:**  
• Enhancing soft skills  
• Leadership for the future  
• Manage failure - Crisis and recovery  
• Sustainable budgeting  
• Finalizing the business plan and action plan  
• Pitch practice |
VII. Course Attendance / Participation

All assignment instructions, due dates and descriptions can be accessed at your Moodle: at elearn.extension.ucr.edu

1. All modules and individual meetings/calls in between modules are mandatory.
2. The key to passing this course is turning in all your assignments on time and putting forth your best effort to complete each assignment in its entirety.
3. The work in this class is going to be focused on a real organization. The participants will focus on their own ventures.
4. LATE WORK IS NOT ACCEPTED. Special circumstances may apply in the event of serious illness or the death of a family member.
5. All assignments must be turned in to the instructor prior to class by email.
6. The instructor reserves the right to make changes to the syllabus and assignments for the benefit of the entire class. Such changes may include extending an assignment due date, introducing upgraded or new industry information or re-teaching a concept when needed. Class announcements will be made and class will be emailed in case of changes. Each student is responsible for keeping up with class announcements.
7. The instructor is available after every class to assist you with your assignments and learning objectives.

VIII. Grading Policy and Grade Scale

There are 1000 total points available: 6 Presentations @ 30 each = 180; 6 module assignments @ 50 each = 300; 6 Peer Reviews @ 30 each = 180; 6 Pitches @ 25 each = 150; 1 Pitch competition = 190

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percent Grade</th>
<th>4.0 Scale</th>
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<th>Percent Grade</th>
<th>4.0 Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>97-100</td>
<td>4.0</td>
<td>C+</td>
<td>77-79</td>
<td>2.3</td>
</tr>
</tbody>
</table>
A 93-96 4.0
A- 90-92 3.7
B+ 87-89 3.3
B 83-86 3.0
B- 80-82 2.7
C 73-76 2.0
C- 70-72 1.7
D+ 67-69 1.3
D 65-66 1.0
F Below 65 0.0

For Extension grading policies and information about Incomplete grades go to:
http://www.extension.ucr.edu/resources/resource/Grades_and_Grade_Appeal_and_Satisfactory_Academic_Progress

Course Evaluation

All students will receive an email prompting them to complete an anonymous course evaluation. Students have a limited amount of time to respond to the evaluation survey. UCR Extension strongly encourages all students to complete the course evaluation promptly after receiving the email. Student feedback is very valuable. The information collected is used to evaluate course effectiveness and instructor performance. As well, the information aids Extension in determining future course offerings and provides Extension with a mechanism to better serve students.

IX. Student Email Accounts

Your email account is an important tool for your participation this course. Make sure that your mailbox has enough room to accept messages and attachments. If you are using an email account provided by your employer, check to see that your account can receive email from outside your local network. School districts frequently reject emails from our server because of filtering software and many students never receive course announcements or other materials. Additionally, do not use an automated responder with the
email account you are using with your course. If you have concerns about getting unwanted emails because your email account is visible to others in your course, set up an account specifically for your online course using a free service (Google, Yahoo, Hotmail).

X. Plagiarism

All written work must be the product of the student submitting the work. While students may be permitted by the instructor to work together on in-class assignments, all work done outside the classroom must be done by the student without collaboration or sharing with other students or non-students. Credit must be given for any material used which is not created by the student, including images. If a student is determined to have violated this policy, he/she will receive a zero for the assignment and be reported to the Program Director. A second finding of plagiarism or cheating will result in the student being withdrawn from the course by the instructor and reported to the Registrar.

Academic Integrity at UCR -- [http://conduct.ucr.edu/policies/academicintegrity.html](http://conduct.ucr.edu/policies/academicintegrity.html)

UCR Policy on Plagiarism and Academic Integrity-[http://senate.ucr.edu/bylaws/?action=read_bylaws&code=app&section=06%20](http://senate.ucr.edu/bylaws/?action=read_bylaws&code=app&section=06%20)