Adjunct Professors: William O’Farrell; Julius Mokrauer

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Prerequisite: There are no prerequisite courses. Students should be prepared to engage in the topics of entrepreneurship, innovation, business processes and management, and to openly and freely discuss the place and role of values in business and social ventures.

Overview: This half semester course is taught by an impact investor and ‘serial’ entrepreneur. It will focus on: (1) identifying opportunities for using entrepreneurship to solve social problems; (2) introducing key concepts involved in start-ups that drive social change; and, (3) discussions relating to real-world experiences of impact investors and entrepreneurs as guided by the professors and select guest speakers.

The class will present the students with the key concepts and frameworks by which ventures can be formed and launched, as detailed in the six-week class description below.

Students interested in entrepreneurship, innovation, social entrepreneurship, impact investing, and the management and growth of businesses that have a social mission will find this class to be of value.

Grading:

75% - Three submissions of analyses and proposed solutions to a business problem / challenge presented by three actual start-up social enterprises. These submissions will be done in groups, as assigned by the professors (25 pts. for each submission)

15% - Class presentation: Each group will present one of their respective submissions to the respective company that proposed the problem / challenge.

10% - Class participation.
**Readings:** There are no specific assigned readings for the class. Rather, outside classroom work will revolve around the analyses and proposed solutions as discussed above and below.

**Session 1 – 3: Overview. Presentation of a specific social venture problem / challenge and related lecture material.**

In each of the first three classes the professors will lecture on material related to a specific social venture problem / challenge and a guest speaker from a current early-stage social enterprise will present its particular version of such. Students will be organized into working groups of three to five people, depending on enrollment. There will be time for each group to break out and discuss the elements of the situation and then do Q&A with the company’s representative. Each group will then prepare (as homework) an analysis and proposed solution(s) for submission / class presentation in weeks 4, 5 and 6, respectively.

**Session 4 – 6: Student presentations. Lecture and class discussion on additional social enterprise concerns.**

In each of the last three classes, two to three student groups will be selected to present their analysis / proposed solutions to the social enterprise that posed the challenge / problem (ie, a company representative will return to hear the student presentations and give feedback). Professors will also lecture on additional material in areas specifically related to social ventures and engage in a class discussion related thereto.