

Course Title: Social Ventures

Course Number: 096807

Number of credit points: 3.5

Fall Semester of the Academic Year: 2014 - 2015

Time: Tuesday, 13:30 – 16:30

Targil: Tuesday, 16:30 – 17:30

Teaching Team:

Course Instructor

Prof. Eitan Gerstner

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Office Hours: Tuesdays 10– 11 (or by appointment)

Teaching Assistant

Oral Biton

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Office Hours: Tuesday 11 – 12 (By appointment)

Technical Assistant

Liav Muller

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Syllabus

Course Objectives

The course reviews innovative business models and tools that can be used to help solve social and environmental problems. Students will develop new ventures designed to benefit all stakeholders of the firm.

Course Content & Scope

The course offers participants a unique opportunity to learn up to date theories, business models and tools to help craft social ventures and business strategies, and implement them by starting new ventures. Successful plans will be continued in the future by Technion students.

Teaching Methods

Instead of using the traditional lecturing method, we will apply collaborative learning and sharing of knowledge and ideas through class and online discussions. The course includes thirteen sessions, 4 hours each, consisting of lectures, class discussions, tutorial and student presentations. The course is supported by a designated web site and LinkedIn sites where members will share ideas, and inspire each other.

Readings

Course material will be available on a dedicated [Course site](#).

Student Assessment

Course credit will be assessed by the teaching team and will include peer evaluations. Grade will consist of the following components:

Team Project (see below)	30
Individual contributions & class exercises (see below)	40
Lessons Learned Journal & LinkedIn Postings (see below).	20
Community Credit (see below)	10

Team Project

Projects will be developed around a given theme using the [Lean Startup Methodology](#). The purpose of each project will be to develop solutions to social problems related to the main strategic theme.

Individual contributions & class exercises

Class exercises will be distributed at the beginning of each session, and will be collected at the end of the session. Credit will be posted weekly. Attending **at least 80%** of the sessions and attendance in the two final Sessions is required to pass the course. Credit will be given based on the best 10 out of first 11 sessions & the two final sessions.

To help evaluate projects and recognize important contributions, a confidential survey may be distributed at the conclusion of the course.

Lessons Learned Journal & LinkedIn Postings

During the course, each participant will compile an internet page with **Lesson Learned** (LL) from each session, and will include relevant links to his/her LinkedIn posting. At the conclusion of the course, each participant will post an Individual Reflections Summary of the LL (up to 2 pages) on the [Project and Reflection site](#), under the appropriate Team/Personal Space.

Community Credit and Shared Management

Management of the course will be shared with all participants of the community. Involvement in the development of the community is essential

for our success. Activities that qualify for community credit are listed on the [Project and Reflection Site](#).

If you expect to serve on Miluim during the Semester, contact the TA ASAP to coordinate ways to earn credit for missed assignments.

Course Plan (Subject to Change)

Lesson 1	About
Lesson 2	I Have a Dream
Lesson 3	Co-creation
Lesson 4	Lean Startup
Lesson 5	Start your MVP
Lesson 6	Marketing
Lesson 7	Benchmarking
Lesson 8	Measure & React
Lesson 9	Bus Models
Lesson 10	Sustainability
Lesson 11-12	Reflections
Lesson 13	Project Presentations

Learning Outcome

Students will understand how new business models in society help improve the welfare of all stakeholders in an economy. The concepts and tools will be implemented through social ventures project that will be developed and managed during course. Concepts and tools learned include: The Three Bottom Line, the Fourth Sector, The New Cooperative, The Lean Startup Methodology, Lean Canvas, Activity System Mapping, Fishbone Diagrams, The Service Profit Chain, and Benchmarking