“Educating Social Entrepreneurs”

A Call for Exercises, Cases, and Commentaries

There is a surprising dearth of practical, hands-on, interactive materials for social entrepreneurship that is common in other disciplines. For instance, a recent review of social entrepreneurship texts\(^1\) concluded that “instructors and professors are generally left on their own when it comes to activities that emphasize the create level of critical thinking. ... Future editions of these texts could more thoughtfully consider how to include activities that will encourage creating on the part of students” (page 526). This is precisely the purpose of this “Pedagogy Development Workshop”.

You are cordially invited to submit a proposal that will be an opportunity to develop experiential exercises and short cases specifically for social entrepreneurship along with complementary readings. The University at Albany-State University of New York’s Institute for Teaching, Learning and Academic Leadership (ITLAL) will provide its expertise to this workshop, and Business Expert Press will publish accepted items in a workbook as part of the United Nations PRME (Principles for Responsible Management Education) Book Collection. The best papers (exercise, case, commentary) will be published in the Journal of Strategic Management Education.

The topics below are tentative and subject to changes based on reviewers’ comments and revisions.

**Topics:**

1. Background and Introduction to the Workbook
2. Defining and Distinguishing Social Entrepreneurship
3. Moral and Ethical Foundations for Social Enterprises
4. Contexts for Social Entrepreneurs
5. Recognizing, Pitching, and Communicating Social Opportunities
6. Developing a Business Model and Strategic Plan
7. Organizational Structures and Hybrid Organizations for Social Enterprises
8. Mobilizing Resources to Fund Social Ventures
9. Scaling the Social Venture
10. Evaluating Impact, Value, and Accountability of Social Projects
11. Ecopreneuring as Social Enterprises
12. Exit Strategies
13. Supplementary Materials (Web sites and videos)

All final items will require a standard format and framework, teaching notes, and suggested readings, videos, Web sites, and other supplementary materials. Proposals need not exceed 500 words, and

completed exercises and cases should be handled within a one class hour. In addition, we will invite commentaries that summarize the extant literature in the particular topics that should be 10-20 double-spaced pages (including figures and tables). All items will go through a peer review process, and the workshop will be organized for the purpose of critiquing these works-in-progress so they are improved. Based on reviewers’ comments and suggestions as well as feedback at the workshop, all submissions will be revised and re-submitted for the final volume of teaching materials. Further publisher requirements and publishing details will be made available after final acceptance.

**Key Dates:**

- Proposals or committal letters – to be submitted electronically by January 2, 2015
- Notification of accepted proposals – February 1, 2015
- Receipt of items – April 1, 2015
- Revision feedback – May 1, 2015
- Receipt of final items – May 15, 2015
- Workshop – May 21, 2015
- Receipt of final revisions – August 1, 2015
- Anticipated publication – late Fall 2015

Interested but don’t have an item available for submission? Not to worry, we have assembled raw material for various exercises and cases that we would be happy to share with you; or, you might be interested in submitting one of the commentaries on the state-of-the-art and “best practices” for one of these topics. Also, volunteers are welcome to help review submissions and participate in the workshop. For more information, contact editors: Prof. Paul Miesing, University at Albany School of Business, State University of New York, Albany, New York, USA at paul.miesing@albany.edu; or Prof. Maria Aggestam, Sten K. Johnson Centre for Entrepreneurship, Lund University, Sweden at maria.argestam@fek.lu.se.

**Sponsors:**

Living Resources is dedicated to providing life-enhancing services to more than 1,200 individuals with intellectual/developmental disabilities and acquired brain injuries. Its programming includes clinical services, day habilitation, veterans outreach, employment services, arts classes, hearing and interpreting services, after school programming, and service coordination. See [http://fortune.com/2015/02/01/disabled-smart-homes/](http://fortune.com/2015/02/01/disabled-smart-homes/).

Price Chopper is a local leader in the retail grocery industry and sustainable business practices. It is a family-owned, privately-held corporation headquartered in Schenectady, NY that has grown to 134 retail locations and three distribution centers. Its more than 24,000 employees collectively own 51% of the company’s privately-held stock.

DeCrescente Distributing Company (DDC) is a family business that promotes integrity, work-life balance, and professional growth. It has consistently been named one of the Capital District’s and New York State’s Best Places to Work.

UAlbany’s Center for the Advancement and Understanding of Social Enterprises (CAUSE) seeks to promote and improve social enterprises. It aids entrepreneurs solving social problems to apply business principles and make effective use of markets and helps business enterprises meet societal and environmental needs. See [http://www.albany.edu/cause](http://www.albany.edu/cause).