COURSE DETAIL

SOCIAL ENTREPRENEURSHIP
Country Singapore
Host Institution Nanyang Technological University
Program(s) Nanyang Technological University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 115
UCEAP Course Suffix
UCEAP Official Title SOCIAL ENTREPRENEURSHIP
UCEAP Transcript Title ENTREPRENEURSHIP
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course introduces cutting-edge concepts, frameworks and practices that are current in social entrepreneurship, as well as critical issues in business ethics as a knowledge foundation for analyzing and practicing social entrepreneurship. The course considers how social entrepreneurship plays out in organizations ranging from conventional companies seeking to adopt corporate social responsibility practices to double-bottom-line businesses and social enterprises. The course specifies strategic and implementation tensions inherent in aligning business and social/environmental values, and provides frameworks with which to analyze and resolve the tensions at play. Students learn to be a quasi-expert of social entrepreneurship by applying frameworks to make tough decisions in real business contexts. The course includes four modules: strategic corporate social responsibility (SCSR); double-bottom-line business (DBL), social enterprise (SE) and business ethics (BE). It begins by analyzing and making decisions on the cases of conventional companies conducting social innovation initiatives through SCSR and DBL. Students then explore the cases of social enterprises and observe both the common and distinctive challenges facing conventional companies and social enterprises. The modules of SCSR, DBL and SE are followed by an Entrepreneur Panel where social entrepreneurs introduce their initiatives and engage in a highly interactive conversation with students. The course concludes by analyzing business ethics theories and issues of social entrepreneurship.

Language(s) of Instruction
English

Host Institution Course Number
AB0603

Host Institution Course Title
SOCIAL ENTREPRENEURSHIP

Host Institution Course Details
https://wis.ntu.edu.sg/webexe/owa/aus_subj_cont.main

Host Institution Campus
Host Institution Faculty
Host Institution Degree
Host Institution Department Accounting
Course Last Reviewed 2024-2025

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