

The Social Entrepreneurship and the Theory of Social Change

Course Description

Academic Year: 2010/2011

Lecturer: Ryszard Praszkiel, Ashoka Poland, University of Warsaw

Credits: 5

Content:

The course will analyze the methods used by Social Entrepreneurs in order to achieve an incredible impact on the societies, as pictured by David Bornstein in the book "How to Change the World." The example of Mohammad Yunus, a Bangladeshi Social Entrepreneur and a Peace Nobel Prize winner will be analyzed, especially the new model of the economy for the poor he innovated.

The researches on the success of Social Entrepreneurs reveals that they are accomplishing their goals through building networks and enhancing the network effect, also through building social capital and augmenting the value added associated with social capital.

The course will combine case studies, theory, practical exercises and simulations.

I. Social Entrepreneurship

- Description of this phenomenon, definitions
- diverse case studies from around the world
- Ashoka (www.ashoka.org) criteria for Social Entrepreneurship; introduction to Ashoka
- Creativity and entrepreneurial qualities: what does it mean in terms of personality and personal growth?
- Some fascinating research on creativity, e.g. done by the Hungarian – American scholar, Mihalyi Csintsentmihalyi
- The analysis of the entrepreneurial personality and how to get there
- Simulations and role playing

II. Basic theory of social change

- Social change dynamics
- The (positive) role of resistance and how to deal with it
- The social equilibrium and how to modify the status quo not
- Achieving durable, lasting and irreversible change as compared with temporary modifications
- Basic presentation of the Dynamical Systems Theory (DST) – a theory explaining how

to achieve durable social change

- Some anecdotic elements of the Complexity Theory
- The basic dilemma of social change as seen by the Greek philosophers
- Simulations and role playing.

III. The basic elements of the networks theory

- The networks effect: value added
- Basic elements of the networks analysis; kinds of networks
- Exercises in network capturing and basic analysis
- The Six Degrees of Separation Theory
- The definition(s) and role of social capital
- Simulations of networking

Bibliography:

Mandatory Readings:

David Bornstein, 2004. How to Change the World? Social Entrepreneurs and the Power of New Ideas. New York: Oxford University Press,

J. Gregory Dees, 2001. The Meaning of "Social Entrepreneurship".

http://www.caseatduke.org/documents/dees_sedef.pdf

Ashoka Selection criteria for Social Entrepreneurship www.ashoka.org/support/criteria

Ryszard Praszkiar, Andrzej Nowak, and Peter T. Coleman, 2009. Social Entrepreneurs and Constructive Change: The Wisdom of Circumventing Conflict. Peace and Conflict Resolution Journal. New York: Columbia University (in printing)

Ryszard Praszkiar, 2009. Methods used by Social Entrepreneurs: theoretical framework (in printing)

O'Toole, James (1996). Leading Change. New York: Ballantine Books

Rogers, E. (2003). Diffusion of Innovations. New York: The Free Press

Christiaan Grootaert et al, 2004, Measuring Social Capital. An Integrated Questionnaire. World Bank Working Paper No 18

Wikipedia: Social network,

2 paragraphs: general definition (introduction) and Social Network Analysis

Recommended Readings:

William Drayton, 2002. The Citizen Sector: Becoming as Entrepreneurial and competitive as Business. In: California Management Review, 44/3, 119-131

http://www.skollfoundation.org/media/press_releases/external/2002/The%20Citizen%20Sector%20Becoming%20as%20Entrepreneurial%20and%20Competit.htm

William Drayton, 2007. Everyone a Changemaker. Social Entrepreneurship's Ultimate Goal
<http://www.policyinnovations.org/ideas/innovations/data/changemakers>

Rosnay, J. De (1997). Homeostasis: resistance to change. Principia Cybernetica
<http://pespmc1.vub.ac.be/HOMEOSTA.html>

Francis Fukuyama, 1999. Social Capital and Civil Society. The Institute of Public Policy George Mason University
http://www.adm.ufba.br/capitalsocial/capsocingles.htm#_Relat%C3%B3rios_de_Pesquisa_1

How does 'six degrees of separation' work?
<http://www.cs.cornell.edu/News/6degreesofseparation/index.htm>

Didactic method: lecture, seminar, group discussion

Examination method: presentation

Didactic support tools: power point presentations, hand-outs, films

Teaching language: English