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Interdisciplinary Proposal

Lead Advisor: Professor Looney

### **Social Entrepreneurship Studies and Design**

Social Entrepreneurship is an emerging field of development that focuses on the funding, designing, and implementing of solutions to cultural, social, and environmental issues around the world through the interaction and innovation of businesses and non-profits. Social entrepreneurs are a broad range of individuals known for creative ideas to foster systemic change nationally and internationally. With the advent of modernity and globalization, emphasis has been placed on the role of the global citizen sector in emerging markets and social enterprises and how these citizen organizations empower communities and inspire sustainable growth. In conjunction with this rise in social entrepreneurship interest, Bill Drayton founded the Ashoka Foundation, in 1973, to locate and support social entrepreneurs around the world that tackle social inequalities, issues, and concerns that seek to promote systemic change. They believe that change in the world is accomplished through creativity, social engagement, and service. Rather than being content with the status quo, social entrepreneurs seek to design inventive solutions and mobilize social capital to address issues in a given society or community. In a way, it is a question of creating social value and reimagining institutional norms that accommodate changing conditions, beliefs, and shifts.

During my time at Hendrix, I am concerned with how I can create sustainable change in the world. Originally, I was concerned with the epistemological and existential question of happiness and the satisfaction of the individual which led me to create a documentary on Happiness at Hendrix College in which I engaged different religions and philosophies searching for a source of what fulfillment means for people. However, in my mind, I felt it was lacking impact because it did not address the material and social aspects of what comprised the good life. That summer, I attended the Interfaith Youth Core Leadership conference in Chicago and

felt inspired to engage in social action and dialogue. IFYC was designed by Eboo Patel, a social entrepreneur and Ashoka Fellow, to help engage the world religions around civic goals and service projects. This was inspiring to me because I saw that my values were linked to service and cooperation with other people. My ethical values are aligned with creating a more holistic and integrated world. In this, I feel the greatets purpose and application of my skills. Since then, I have designed events for Arkansas Peace Week and engaged in Interfaith work and Leadership trainings at Hendrix.

These actions and questions have prompted me to ask how I can make the most impact in the world. I believe that this question of sustainable impact is a question of how to organize community engagement with new forms of social innovation. I feel that an understanding of this cannot be limited to a single academic discipline, therefore, any discussion of sustainable impact must be comprised of different ways of looking at the same issue. I feel that my explorations at Hendrix have allowed me to cultivate this breadth while also focusing on the core principles of social entrepreneurship designed by the Ashoka Foundation: the role of empathy, networking, creativity, and leadership cultivation. They define these attributes as the core foundation for the capacity to freely and effectively innovate for the good of all. The methods of structuring these social changes are through the: restructuring of institutional norms, changing market dynamics, creating new forms of social value, advancing full participatory citizenship, and cultivating empathy as the center of all these of these applications.<sup>1</sup> I believe that this framework of innovation outlined by the Ashoka Foundation and other social entrepreneurs will complement my interdisciplinary studies because the issues in the world are inherently multi-dimensional and deserve a comprehensive understanding of social processes and the dynamics of social change.

A major in Social Entrepreneurial studies allows me to fuse practical skills with academic depth to engage with these questions. It also provides a foundation for starting my own business and/or working with other NGOs and businesses that are concerned with social service

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<sup>1</sup> Schwartz, Beverly, Bill Drayton, and Inc ebrary. *Rippling: How Social Entrepreneurs Spread Innovation Throughout the World*. San Francisco: Jossey-Bass, 2012.

and innovation. It allows me to cultivate my leadership skills and apply them to design programs and models of sustainable change.

My interdisciplinary major is comprised of 12 courses <sup>including</sup> ~~and~~ a capstone. This is in line with other interdisciplinary majors I have seen in the past. The course selection mirrors the foundational principles of the Ashoka Foundation for social entrepreneurs and gives me certain skills to effectively communicate, design, and lead social enterprises. I plan to comprise the proposed major with courses from Economics and Business, Entrepreneurial classes in China, Sociology, and Religious Studies/Philosophy. Some classes will be taken at the University of Zhuhai in China. The combining of these disciplines provides the necessary depth and vision needed in tackling questions of social innovation and the people that are affected by it. My capstone will be a thesis and presentation. I plan on focusing my capstone on the Ashoka Foundation fellows and how they view social entrepreneurship as addressing key issues in the world as well as developing my own sustainable/business model of social innovation that is aligned with their methods. This later part will be a component of my thesis and will be a holistic application of my learning. The committee overseeing my major will determine my grade and view the presentation and assess the final product of my business model.

This summer, I am interning with COHO (City of Hope Outreach) as an administrative intern for the non-profit to better develop leadership and design skills. While at Hendrix, I aim to acquire these leadership skills further by finishing the Peace Corp Prep program and applying for the Watson Fellowship and Truman Scholarship. I also plan to take classes in global and social entrepreneurship at the University of Zhuhai in China for my study abroad semester in 2019. I hope to spend a year or two after college to travel and search for new ways to help improve the world and study areas of social innovation and change. I aim to get a Masters of Development Practice at UC Berkeley, which is a multidisciplinary program directed towards sustainable development, and pursue ventures abroad.

## **Major Components:**

### **Business + Economics Cluster**

- ECON 200 Microeconomic Theory

BUSI 350 Business Law

EPIN 4031 Global and Social Entrepreneurship (Zhuhai, 2019)

There are two main objectives of this course. The first objective is to introduce students to the concepts and practice of taking entrepreneurship global in the emerging markets as well as in advanced economies. The objective is to explore the special problems and advantages relevant to startups and entrepreneurial small and medium firms in a global context. The second objective of the course is to heighten students' awareness of the roles that social entrepreneurs can play in the changing economic and social systems. Social entrepreneurs address problems that the government, private sector, and traditional non - profit sector fail to achieve systemic impact. Social innovations are new strategies, concepts, ideas and organizations that meet the social needs of different elements which can be from working conditions and education to community development and health — they extend and strengthen civil society. The course considers the full spectrum of social business models, including strictly non -profit organizations, enterprises developing revenue - generating products or services for a social goal, and socially responsible for -profit companies. Students will be introduced to the concept of social entrepreneurship while exploring the many mechanisms for and barriers to achieving social impact. The course topics include design thinking, strategic planning, project management, teamwork, fundraising, marketing, leadership, and project sustainability. The course also requires students to confront issues of power and privilege, develop awareness of their strengths, and think about how these factors combine to achieve impact.

EPIN 3003 Managing New Business (Zhuhai, 2019)

You have a business plan — now what? Most businesses fail within the first five years of start - up, and this is not due to a lack of effort on the part of the founders. This course will focus on the issues that founders encounter when they attempt to implement a business plan and turn an idea or model into a going concern. These issues include but are not limited to: formulating a viable business model, determining location, determining scale and scope of family business and succession problems, human resources management issues specific to new businesses. We will also explore some contemporary and novel issues in new business ventures.

MKT 2003 Principles of Marketing Management (Zhuhai, 2019)

The objective of this course is to introduce students to the essential concepts of marketing and their application in contemporary dynamic business environment. This course aims at helping students to develop an awareness of and the sensitivity to the marketing activities on one's daily life as consumers. This course also helps student to understand the marketing management functions of planning, organisation and control and develop skills to make optional marketing decisions.

#### **MKT 2013 Service Learning and Community Engagement (Zhuhai, 2019)**

This course provides students with an opportunity for active learning and enables them to build a sense of social responsibility and commitment that are essential when they apply their business and professional skills to their careers. This is a community-based instruction course intended to promote students' civic responsibility and to strengthen their problem-solving and decision making skills by acquiring hands-on experience in community projects provided by NGOs and not-for-profit organisations in Hong Kong, Mainland China and other countries. It is a reciprocally beneficial course, with meaningful service being provided to the community and meaningful learning experiences being provided to the student.

### Social Science and Values/Ethics Cluster

- **SOCI 365** Picturing Society: Readings in Sociological Thought or **SOCI 110** Introduction into Sociology

**SOCI 335** Sociological Research Methods or **SOCI 320** Race and Mixed Race

**RELI 250** Leadership in a Multi-Faith World (Completing in Spring 2018)

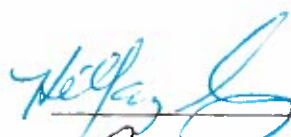
**PHIL 390** Philosophy of Mind: Empathy (Completed Fall 2017)


**GDST 1093** How to Build a Green City? Solutions and Challenges (Zhuhai, 2019)

Sustainable Development means "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." ["Our Common Future", 1987, the World Commission on Environment and Development] As admitted by the Chinese Government at the Fifth Plenary Session of the 11th National People's Congress, China's economic growth has come at too high an environmental cost. This course is designed to enable students to apprehend the intricate relationships between economic and financial growth, environmental and ecological problems, and social issues, and ultimately, their effects on human wellbeing. Upon finishing the course, students should be able to comprehend the importance of sustainable development and engage in innovative thinking on development projects in preparing them to face future environmental challenges.

**BUSI 399** CAPSTONE comprised of Thesis and Presentation.

*(Independent Study)*

  
Professor Hillary Looney

  
Amanda Moore

  
Dr. Stella Capek