

# Social Entrepreneurship and Nonprofit Management

The Interdisciplinary Major with a focus in Social Entrepreneurship and Nonprofit Management (SENP) is open to students enrolled in the Bachelor of Arts program. It connects the university's social and environmental values and liberal arts offerings with the theory and practical skills needed to create, develop, or participate in a social enterprise or a nonprofit organization post-graduation.

## Major

It consists of 36 credit hours, of which 30 credit hours must be above the introductory level. A summary of the requirements for the major in Social Entrepreneurship and Nonprofit Management is the successful completion of BUSI 1003, 1013, 2033, 2043, 3023, 3043, 3053 and 15-credit hours of electives from the approved list below.

### Required first-year courses (6 credit hours):

- BUSI 1003 Introduction to Social Enterprise
- BUSI 1013 Contemporary Case Studies in Social Enterprise

### Required upper-level courses (15 credit hours):

- BUSI 2033 Building the Social Enterprise
- BUSI 2043 Marketing for the Social Enterprise
- BUSI 3023 Nonprofit Management (ENVS-3033)
- BUSI 3043 Finance and Fundraising for Social Enterprises
- BUSI 3053 Social Enterprise Work-Study Placement

### Electives (15 credit hours):

The remaining 15-credit hours must be selected from the list of approved electives listed below:

- BUSI 3013 Personal Financial Planning
- BUSI 3033 Labour Relations and Collective Bargaining
- ECON 2153 Political Economy I
- ECON 2203 Community Economic Development (ENVS) (HMRT) (COPP)
- ECON 2223 Political Economy of Women: Selected Topics (SOCl) (WSGS) (HMRT)
- ECON 2333 Ecological Economics
- ECON 2403 Economics of Poverty
- ECON 3153 Political Economy II
- ECON 3333 Perspectives on Underdevelopment
- ECON 3443 New Brunswick Economy
- ENVS 2023 Perspectives on Environment and Society
- ENVS 2123 Food and Society
- ENVS 3013 Power, Politics and the Planet
- ENVS 3053 Measuring What Matters: Sustainability Reporting for Action
- HMRT 3133 Human Rights Advocacy, Activism and Social Justice
- HMRT 3903 Business and Human Rights
- PHIL 2253 The Ethics of Sustainability: Thinking, Acting Green (ENVS) (HMRT)

## Minor

Students wishing to pursue an interdisciplinary minor in Social Entrepreneurship and Nonprofit Management are required to take 18 credit hours of courses in the subject, including BUSI 1003, 1013, and 2033.

## Course Offerings

### **BUSI-1003. Introduction to Social Enterprise**

This course provides an interdisciplinary introduction to social enterprise through historical and contemporary perspectives. It delves into the origins, principles, and practices of social enterprises. The course highlights the interconnectedness between social, economic, and environmental factors, and examines the impact of social enterprises on local communities and broader society. By critically examining case studies and engaging with relevant readings, students develop an understanding of the diverse strategies employed by social enterprises to address societal challenges and promote sustainable development.

### **BUSI-1013. Contemporary Case Studies in Social Enterprise**

This course explores a range of social enterprises and their approaches to tackling various contemporary social issues, such as inequality, healthcare, equitable trade, and environmental sustainability. Students explore the underlying nature of these problems, the specific hurdles faced by affected communities, the strategies employed by social enterprises to tackle these challenges, and the degree of success they have achieved. Students develop an understanding of the diverse array of social enterprise initiatives and the social concerns they aim to address.

### **BUSI-2033. Building the Social Enterprise**

This course provides students with the practical skills for designing a social enterprise of their own in the contemporary political economic context. Students address the challenges of articulating a coherent vision and mission of the social enterprise. This will include designing a strategy, which addresses financial viability, funding, organizational structure, marketing, democratic governance, and conflicts between social mission and business logic.

### **BUSI-2043. Marketing for the Social Enterprise**

The success of any social enterprise or nonprofit organization hinges on the pivotal role of marketing. Marketing serves to establish and manage relationships among people and to pool resources for tackling societal and environmental challenges. This course delivers conceptual and practical knowledge of marketing, spanning the domains of visionary thinking, strategic planning, tactical execution, and tool utilization. It explores a range of key topics, including gaining insights into customer behavior, devising innovative products and services, establishing impactful brands, mastering sales techniques, navigating distribution channels, and employing various communication strategies.

### **BUSI-3023. Nonprofit Management (ENVS-3033)**

The course introduces students to the specific issues that arise in managing nonprofit organizations. Topics covered include strategic planning, accountability, board governance, financial planning, fund raising, and human resources.

**BUSI-3043. Finance and Fundraising for Social Enterprises**

Social enterprises must raise the financial resources necessary for the fulfillment of their mission. They have to know how to effectively communicate the relevance and urgency of their needs to donors/investors and demonstrate their capacity to deliver their promises. In this course, students learn about the best practices for social enterprise fundraising. Students learn how to design cases for support, assess different information management systems, identify prospective donors, nurture relationships with existing donors/investors, deploy tools for fundraising, and access different kinds of funding. By the end of the course, students will be well prepared to partake in existing fundraising initiatives and/or undertake projects of their own in the social enterprise world.

**BUSI-3053. Social Enterprise Work-Study Placement**

The Social Enterprise Work-Study Placement offers students an opportunity to bridge classroom learning with real-world experience in the field of social enterprise. This hands-on experiential learning placement provides students with the chance to apply the knowledge gained in their studies to practical scenarios within existing social enterprises. Students collaborate with social enterprises that are addressing complex societal issues, thereby gaining insight into the operational challenges and opportunities that arise in mission-driven cases. Students participate in various aspects of social enterprise operations, such as strategy development, impact measurement, marketing, and financial planning.