

*****THIS SYLLABUS IS ALWAYS A WORK IN PROGRESS*****

**CSPL 264 and 265: Patricelli Center Fellowship
Fall 2017 and Spring 2018
Tu/Th 10:20-11:40 a.m. (Cohort 1) and 1:20-2:40 p.m. (Cohort 2)**

The [Patricelli Center Fellowship](#) is a year-long project-based, cohort-style, instructor-led, peer-to-peer learning opportunity for students interested in entrepreneurship, innovation, and social change. Some Fellows will design or launch their own venture, while others will seek pathways to impact as intrapreneurs, activists, researchers, organizers, conveners, artists, and more.

During Fall semester, Fellows will explore their own passions and strengths, build rapport with their cohort, take a deep dive into the social impact field of their choice, and begin to ideate and prototype projects. Spring semester will focus on project design and implementation.

Instructor

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Teaching Assistants

Alvin Chitena '19, Founder of ZimCode

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AJ Wilson '18, Founder of Dream Chasers

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Ajay Rajani '06, Co-Founder & CEO, Core Labs

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Rhea Drozdenko '18, Civic Engagement Fellow

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Learning Objectives

This course builds problem-solving mindsets and skillsets. It connects dots and breaks boundaries between disciplines, cultivates creative confidence and competence, and helps students translate research into practice ethically and innovatively.

Fellows will learn core competencies of social entrepreneurship, including but not limited to:

- Systems Thinking
- Root Cause Analysis
- Theory of Change
- Design Thinking/Human-Centered Design
- Market/Landscape Research
- Lean Startup
- Business Planning and Pitching
- Metrics and Evaluation
- Strategic Partnerships
- Networking and Relationship-Building
- Fundraising

Learning outcomes sync with the [Association of American Colleges and Universities](#) rubric, as well as all four of [Wesleyan's Core Competencies](#):

- Mapping = navigating complex environments
- Expressing = writing, expressing, communicating
- Mining = quantitative analysis and interpretation
- Engaging = negotiating intercultural differences

Software

In this course, software will be used as an important tool or vehicle for developing skills and behaviors.

Examples include:

Behavior/Skill	Software/Tool
Networking/Relationship-building	Core
Reflecting	Core
Portfolio-building	Google and Core
Team-building	Slack
Project Management/Organizational Management	Google

Expectations and Grading

Fellows will be expected to demonstrate a high standard of professionalism and engagement, and to complete weekly assignments and self-directed project-based work.

Grading is pass/fail and will be based on attendance, class participation, and professionalism. Fellows must attend at least 18 out of 26 sessions each semester. Absences can be for any reason (illness, work for other classes, vacation, etc.) and do not require notice or explanation. Coursework content is important for learning but will not be factored into a student's grade. The instructor and TA's will review and comment on some assignments but not all.

Informal course evaluations and reflections will be done at times throughout the year to measure progress and highlight areas for improvement.

Readings

Each Fellow must read one or more of the following books before the start of spring semester. Additional online readings will be assigned throughout fall semester.

- *Social Entrepreneurship: What Everyone Needs to Know*, 2010, by David Bornstein and Susan Davis
- *Social Entrepreneurship for the 21st Century: Innovation Across the Nonprofit, Private, and Public Sectors*, 2013, by Georgia Levenson Keohane
- *Getting Beyond Better: How Social Entrepreneurship Works*, 2015, by Roger L. Martin and Sally Osberg

Course Outline: Fall Semester

Each week, there will be one “class” (lectures and activities that introduce core concepts of social entrepreneurship) and one “lab” (facilitated discussion sessions to reinforce concepts).

This is a tentative list of topics and assignments. For complete and updated specs, see the [course agenda](#).

Session	Date	Topics/Speakers	Assignments
			http://www.redalmarza.cl/ing/pdf/TheMeaningofsocialEntrepreneurship.pdf http://usa.ashoka.org/fellows-map http://www.echoinggreen.org/fellows http://www.drkfoundation.org/grant-recipients.html http://skoll.org/community/awardees/ “Meet the Fellows” slide
1	Sept 5	Fellowship syllabus and software Terminology “10 Lessons for Social Entrepreneurs”	https://www.aacu.org/diversitydemocracy/2016/summer/kim 2-minute self introduction Create Slack account
2	Sept 7	Lab	
3	Sept 12	Context: issues, sectors, roles, and approaches to social change Personal Canvas	Personal Canvas https://hbr.org/2012/07/not-everyone-should-be-a-social http://ssir.org/articles/entry/tackling_heroprene

			urship Fellowship application reflection 2-minute self introduction edits
4	Sept 14	Core Introduction Workshop	Core profile
5	Sept 19	Systems Thinking Ecosystem Mapping Individual Fellowship Plans	http://ssir.org/articles/entry/transformational_scale_the_future_of_growing_what_works http://ssir.org/articles/entry/cultivate_your_ecosystem Fellowship plan
6	Sept 21	Lab	
7	Sept 26	Root Cause Analysis	https://ssir.org/articles/entry/design_thinking_for_social_innovation Core update #1 draft
8	Sept 28	Lab	
9	Oct 3	Design Thinking	http://www.tccgrp.com/pdfs/per_brief_impact.pdf Core invitations
10	Oct 5	Lab	
11	Oct 10	Financing Social Change	http://thechanger.org/resources/lean-startup-social-entrepreneurs https://hbr.org/2013/05/why-the-lean-start-up-changes-everything https://www.linkedin.com/pulse/two-drink-social-impact-metrics-overhaul-hannah-gay Send Core update #1
12	Oct 12	Nextt Experimentation Workshop	Nextt Experiment draft #1
13	Oct 17	Theory of Change/Logic Model Lean Startup	http://mckinseysociety.com/social-impact-assessment/what-is-social-impact-assessment/
14	Oct 19	Lab	
	Oct 24	FALL BREAK	

15	Oct 26	Metrics and Evaluation	https://ssir.org/articles/entry/solving_the_world_s_biggest_problems_better_philanthropy_through_systems_cha https://medium.com/@sexandstartups/zebrasfix-c467e55f9d96 Nextt Experiment draft #2
16	Oct 31	Lab	
17	Nov 2	Business Models	https://hbr.org/2015/12/why-mark-zuckerberg-and-priscilla-chan-should-use-their-money-for-fundraising https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong Nextt Experiment final Send Core update #2 and unlock public Core profile
18	Nov 7	Fundraising	http://ssir.org/articles/entry/the_pitch_is_dead_long_live_the_conversation
19	Nov 9	Class of 1967 Alumni Panel	
20	Nov 14	Lab	
21	Nov 16	Pitching	2-minute pitch
22	Nov 21	Lab	
	Nov 23	THANKSGIVING	
23	Nov 28	Project Management	Send Core update #3
24	Nov 30	Lab	
25	Dec 5	Fall review and Spring Planning	One or more of the assigned books
26	Dec 7	End-of-semester celebration	

Course Outline: Spring Semester

Spring semester will feature guest lectures on practical topics combined with “lab” sessions.

Fellows will assign their own homework, making steady progress on their projects throughout the semester.

Session	Date	Topic	Guest Speaker
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1	January 25		
2	January 30		
3	February 1		
4	February 6		
5	February 8		
6	February 13		
7	February 15		
8	February 20		
9	February 22		
10	February 27		
11	March 1		
12	March 6		
13	March 8		
14	March 27		
15	March 29		
16	April 3		
17	April 5		
18	April 10		
19	April 12		
20	April 17		
21	April 19		
22	April 24		
23	April 26		
24	May 1		
25	May 3		
26	May 8		

