

IBH 4AB6: Social Entrepreneurship Capstone

Fall and Winter 2020 Course Outline

Integrated Business and Humanities DeGroot School of Business McMaster University

COURSE OBJECTIVE

Course Objectives

This course is designed to unify the functional knowledge you gained during the program. This course will also give you a working knowledge of how organizations of all types create value across different dimensions. This course will enhance your capacity to do the job of a general manager responsible for setting strategy and managing performance and set these responsibilities within the context of ethical community engagement.

Upon successful completion of this course, students will be able to complete the following key tasks:

- Analyze qualitative data and conduct research capable of adjudicating and/or developing hypotheses
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- Work in a team environment with actual community data, developing a consulting and research driven report
- Provide solutions to client challenges based on a data and research informed study
- Develop a high quality consulting report based on data analysis
- Present a research report designed by student team, answering questions and clarifying findings in front of a competent panel of experts

INSTRUCTOR AND CONTACT INFORMATION

Section 1: Friday, 2:30-5:20

Section 2: TBD

Dr. Benson Honig
Instructor
Bhonig@mcmaster.ca
Office: DSB 607
Office Hours: TBD
Tel: (905) 518-1716

Dr. Alpha Abeba
Instructor
abebea@mcmaster.ca
Office: **TBD**
Office Hours: **By Appointment**

Student TA
TA Anjali Chawla
Chawla9@mcmaster.ca
Office Hours: Mon 1-4pm
Tel: (905) 525-9140 x27438

COURSE ELEMENTS

Credit Value: 6	Leadership: Yes	IT skills: Yes	Global view: Yes
A2L: Yes	Ethics: Yes	Numeracy: Yes	Written skills: Yes
Participation: Yes	Innovation: Yes	Group work: Yes	Oral skills: Yes
Evidence-based: Yes	Experiential: Yes	Final Exam: No	Guest speaker(s): Yes

COURSE DESCRIPTION

LEARNING OUTCOMES

- Advanced Quantitative Analysis skills
- Advanced Qualitative Analysis skills
- Team Building skills
- Project Management Skills
- Client Management Skills
- Time Management Skills
- Self Reflection and analysis Skills
- Applied Ethics in International Development Activities
- Advanced Writing skills
- Advanced Presentation skills

COURSE MATERIALS AND READINGS

Required:

All course materials will be provided on ATL

Optional:

Manuals for SPSS, NVIVO, R, and other data tools

COURSE OVERVIEW AND ASSESSMENT

[Group Case Analysis Project](#)

Each group will complete a final project. This will consist of a two-semester case analysis project connected to a social entrepreneurship project, to be located either in Canada or in an emergent/developing economy (more details on this to come). Project summary reports will be presented in the final class in front of the sponsoring NGOs, who, along with faculty, will evaluate their activities.

The Final Report is the most significant graded element and will be up to 30-60 pages in length.

The grade for this project would be compiled from completion of the following components:

1. A team skills statement and group contract
2. An interim report submitted to the course instructor (an opportunity to provide early feedback and direction)
3. A presentation to the class and organizational representative
4. A group process assessment (peer assessment and instructor assessment)
5. A final case analysis report

Students will be provided with support for this project through scheduled check-ins with the course instructor, as well as mediated access to a point person from the assigned organization

COMPONENT	WEIGHT	DESCRIPTION
Engagement	10%	5%: Attendance & Contributions on Zoom 5%: Contributions to weekly A2L discussions
Self Reflection Reports (two) delivered end of each semester	20	Two Reports, due on the last session of class for first and second semesters (1000,-1500 words each)
Group Case Analysis Project	70%	Teams of ~5 hand in a written case analysis report includes presentation of report

COURSE DELIVERABLES

Assignment #1 Self Reflection Report Fall Semester

Assignment #2 – Self Reflection Report Spring Semester

Participation

Since student participation is an important component of this course, official McMaster student ID photographs will be used to ensure that each student is assessed accurately. The instructor will use the photograph to ensure the accuracy of participation marks, group work, and for identifying students for grading purposes

Group Case Analysis Project

The final project delivery will consist of a 30-60 page document, outlining the quantitative and qualitative research findings examined during the project duration. Findings will be presented to a panel that will evaluate the team based on the details, specifics, and quality of the consulting report.

COMMUNICATION AND FEEDBACK

Students will be meeting regularly as a team with faculty members and TA. Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All students will receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar “Requests for Relief for Missed Academic Term Work” and the link below;

<http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

This course will use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the "Code"). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students' access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University's [Academic Accommodation of Students with Disabilities](#) policy.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

RESEARCH USING HUMAN SUBJECTS

All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 4AB6 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

**Commerce 4AB6
Fall 2020 & Spring 2021 Course Schedule**

WEEK	DATE	ASSIGNMENT
1	Thurs. Sept. 10	Orientation to course, Delegation of team compositions. Students will review previous knowledge of McMaster’s Principles of Community Engagement
2	Thurs. Sept. 17	Session 2: Providing foundational knowledge to aid students in understanding the objective of the group project. This could include an overview of how organizations are structured, how they create missions and visions, the challenges they face, how data informs their work, etc. This session can also introduce students to various strategic planning / project management tools that they may choose to use in their projects.
3	Thurs. Sept. 24	Social entrepreneurship guest speaker panel #1. This would happen via Zoom and would include a panel of invited guest speakers who would speak to their community leadership/entrepreneurship journey. Students would be provided with ample time to ask questions.
4	Oct. 1 Ethics Includes Panel	Ethics and human studies. Students will learn the proper processes and procedures for the ethical study of human subjects, including the rules, regulations and requirements as applied in Canada and at McMaster. International requirements will also be discussed. Students will review previous training in structured self-reflexive analysis.

Sessions 5-6	Oct 8 and Oct 22 Team Project	During this week, team must arrange and organize either a teleconference or a personal meeting with the entire team and the organizational representative(s) to identify milestones and deadlines for the team project. These meetings must be completed by session. All team members are expected to individually contribute to this meeting. Teams will work collaboratively with their respective organization to develop a written project engagement proposal, as per IBH document "IBH Community Engagement Project Proposal" to be vetted by both the faculty and the NGO representative(s). Teams begin working on their project after approval by faculty mentor/advisor.
Reading Week	Oct 12-18	
Sessions 7-8	Oct. 22, 29 Research Methods	Research methods overview. Lectures will provide an overall picture of the range of research methods that exist – both quantitative and qualitative. The discussion will include the benefits and limitations of various methods and the debates that exist regarding their use and utility for various purposes – with a particular focus on social entrepreneurship settings.
Sessions 9-10	Nov 5 and 12 Analyzing your Data	Students will be introduced to the range of technical tools, software, and techniques that exist to collect and analyze data. For quantitative research this includes SAS or SPSS, and students will be re-introduced to applied analysis of correlation, ANOVA, regression, factor analysis, and other relevant statistical techniques. For qualitative research this includes NVIVO, and be re-introduced to applied qualitative techniques, including data coding, interview techniques, focused interviews, ethnography, historical research, and other qualitative techniques.
Session 11	Nov 19 Data Analytic Skills	Practice data analysis skills. Students will be able to choose from either quantitative or qualitative sample data provided by the instructor. They will break out into a dedicated hands on workshop (depending on the method), where they will learn and practice technical research analysis skills. Raw data will be procured from public datasets such as StatsCan or FigShare .
Session 12	Nov. 26 Team Goals and Objectives	Teams must arrange and organize a teleconference or a personal meeting with the entire team, the organizational representative(s), and one of the faculty instructors, to provide an update on team project objective, progress challenges, and individual responsibilities. All team members are expected to individually contribute to the meeting. Beginning in week 12, students will submit a team-based peer review every two weeks. This review will access the

		performance of each member of the group, including self-reporting, regarding their individual and group contributions to advance the project. Interim group project report due this week
Session 13	Dec. 3 Social Entrepreneurship Guest Speaker Panel	Social entrepreneurship guest speaker panel #2. This would happen via Zoom and would include a panel of invited guest speakers who would speak to their community leadership/entrepreneurship journey. Students would be provided with ample time to ask questions.
Semester Break		
Session 14	Jan 7 Applied Research	Learning about applied research. Instructor will provide an overview of how research is conducted and utilized in various applied settings including government, community, and private sector. Case studies will be shared and discussed, and students will learn about the complexities that emerge when putting research into practice.
Session 15-23	Jan 14- Group Projects	Students focus primarily on their group project. All teams will meet every two weeks with a faculty member for a consulting/mentoring update. Each meeting of approximately one hour will include submitting formal outlines regarding the team activities, including revision of goals and challenges, learnings, and pathways of identifying solutions to stated problems. Each team will be provided with feedback from their faculty mentor to ensure ethical standards are maintained and that the project is advancing at an appropriate pace. Students continue to submit bi-weekly individual reflexive papers.
Winter Break	Feb. 15-21	
Session 24	April 8 Final Presentatoin	Teams must give a 20-minute presentation to the class of undergraduates, IBH faculty, and when possible, to organizational representative(s). Ideally, students from Years 1-3 in the IBH programme will also attend. The presentations will cover their project objectives, findings, and professional development. All team members are expected to individually contribute to this presentation.