Course Overview
This course has two main components: background on the political and social context in Ecuador, and the integration of Social Entrepreneurship theory and practice. The course encompasses two main parts: the first are pre-trip readings and assignments on Ecuadorian society and Social Entrepreneurship; the second part is completed in country, and includes weekly news analyses and the development of a business plan.

Ecuador presents a complex social, political, and economic landscape. Almost 72% of the population claims ancestry from a diversity of highland and lowland indigenous groups, all who continue to struggle with the legacy of colonialism. Ecuador’s president, Rafael Correa, has sparked controversies for his populist politics and suppression of social movements. Correa’s oil policies are also controversial, as they have included exploration in protected areas in the Amazon, and major trade agreements with China. These factors are all important considerations when pursuing social entrepreneurship endeavors in Ecuador.

Social Entrepreneurship is a process of empowering people with the skills and resources to create and operate their own businesses and improve quality of life in their communities. This course will include understanding the meaning of entrepreneurship, the essential requirements for success of the organization through its business plan, marketing programs, funding, and operations to create sustainability. Prior to departing for Ecuador, the readings below will allow you to better understand the entrepreneurship world and aid you in observing businesses already in place in Ecuador. In addition, these readings, along with your observations in Ecuador, will assist you in developing recommendations for Social Entrepreneur Corp going forward to benefit those in need.

Course Requirements

WebQuest (6 points): As an introduction to Ecuador, you will complete a WebQuest to identify some basic background information about the country. You will find the questions for the WebQuest in HuskyCT. Due June 4.

Ecuadorian Society Reading Summaries (20 points): In the first two weeks of the pre-trip phase, you will be required to complete readings on Ecuadorian society and write a summary of them. These readings are available electronically in HuskyCT. These summaries are Assignments that are due on June 4 and 11.

Social Entrepreneurship Reading Responses (24 points): In the second two weeks of the pre-trip phase, you will be required to complete readings on Social Entrepreneurship. Upon completion of the readings, you should answer the questions outlined below, and email your answers to Wynd Harris.

News Analysis (15 points): While in Ecuador, you should read local newspapers regularly. Each week, select a news article that is of interest to you and write an analysis that connects the article to at least one of the assigned readings for the course, and discusses a connection social entrepreneurship in Ecuador. These are due in HuskyCT by midnight on July 2, July 9, July 16, and July 23. Because each analysis is worth 5 points, you can “skip” 1 week depending on your work load in-country.

Business Plan and Evaluation (36 points): While in country, you will take notes and evaluate the SolCom social entrepreneurship business model. The evaluation should include the sustainability of the business concept, marketing plan (customers, competitors, target markets, segments served, products, prices), funding plan, organization, distribution plan, promotion and sales plan & future business additions, SWOT – Strengths, Weaknesses, Opportunities, Threats, and how well the organization meets certain UN Millennium Project goals (which ones and how effective). Questions about your report can be sent to Wynd Harris. The final version can be e-mailed no later than August TBD.
Required background reading: The Case for Definition:
http://www.ssireview.org/articles/entry/social_entrepreneurship_the_case_for_definition

May 30 - June 4:
• WebQuest on Ecuador, directions available in HuskyCT.
Posting Deadlines: Reading Summary due June 4.

June 5 - 11:
Posting Deadlines: Reading Summary due June 11.

June TBD: All Readings can be found on HuskyCT (web links given below)
• 10 Free Things Every New Entrepreneur Should Have: http://www.ssireview.org/blog/entry/10_free_things_every_new_social_entrepreneur_should_have
• Measuring Social Value: http://www.ssireview.org/articles/entry/measuring_social_value
• Role of Brand in the Nonprofit Sector: http://www.ssireview.org/articles/entry/the_role_of_brand_in_the_nonprofit_sector
• Selling to the Poor: Forbes

Questions (to be e-mailed no later than June TBD)
A. Which of the above 4 articles were of greatest interest?
B. Why?
C. What significant new information was learned from these articles?

Week of June TBD: Readings are on HuskyCT
• When Can Impact Investing Create Real Impact?: http://www.ssireview.org/articles/entry/unpacking_the_impact_in_impact_investing
• Ten Nonprofit Funding Models: http://www.ssireview.org/articles/entry/ten_nonprofit_funding_models
• Microfinance Misses Its Mark: http://www.ssireview.org/articles/entry/microfinance_misses_its_mark/
• Micro consignment video by Greg Vankerk (on internet under Micro Consignment & Vankerk)

Questions (to be e-mailed no later than June TBD)
A. Which of the above 5 articles/videos were of greatest interest?
B. Why?
C. What significant new information was learned from these articles/videos?

Grades to the above 6 questions — (24% of the total grade)

Business Plan evaluation tools (provided on HuskyCT read before going abroad):

Non-Profit Business Plans
SWOT Analysis Worksheet
http://www.unmillenniumproject.org/goals/index.htm