

SOCIAL RESPONSIBILITY AND ENTREPRENEURSHIP – GBUS 8306

4th Quarter - Spring 2006 (early week: 11:45am)

Mary Ann Leeper, Ph.D.
President & COO - The Female Health Company
and
Visiting Professor - The Darden School, University of Virginia

INTRODUCTION TO THE COURSE:

I designed this course to give students the opportunity to think about social responsibility and to have direct experience with how various companies, not-4-profits, NGOs think about social responsibility and are or are not practicing it.

While there will be several cases discussed during the 15 sessions, a very diverse list of guest speakers each of whom is daily living and addressing issues related to social entrepreneurship, responsibility and impact will be participating. (See class/guest schedule included in this packet). The class will explore the concept and the practical realities of active participation in social responsibility with these guests.

It's a very interactive course, which is why the class is limited this year to 30 students. I want the students to have the opportunity to take full advantage of one-on-one with the guests. We'll look at environmental programs; energy development, micro-lending, civil societal issues, social marketing. Students work in small groups to host guests of their choice which allows for one-on-one interaction in areas of personal interest. Through direct dialogue and interaction with guests, students will query, discuss and argue answers to questions such as

- What is corporate responsibility? Should it be discussed?
- What is the role of leadership in social responsibility?
- Can you do 'good' in your business and still make money?
- Are Corporate 500 companies 'responsible'? Who? How? Why?
- How is social responsibility operative in: environmental programs? energy development? micro-lending? civil societal issues? marketing?

Academic Course Objectives

- To provide students the opportunity to discuss aspects to business practice outside of issues related to the bottom line.
- To provide students direct interaction with Corporations, NGOs and other organizations actively doing social responsibility
- To provide students a model which brings together various components considered relative to bringing about change.

Grades will be determined as follows:

Class Contribution:	30%
Guest Hosting/participation	30%
Group Paper/Project	40%

Note: Please see next page for schedule of guests/subject.

January 2006

GUESTS: 8306

SOCIAL RESPONSIBILITY AND ENTREPRENEURSHIP

4TH Qtr, Early Week

M A LEEPER

SESSION/DATE	TITLE	GUEST	CONTACT INFO
1. March 21 (T)	Social Responsibility/Leadership/Models	Mary Ann Leeper	Visiting Professor & Pres/COO of the Female Health Company leeperm@darden.virginia.edu 2-4558
2. March 22 (W)	Corporate Social Responsibility – Why?	Ed Freeman	Professor Darden Freemane@darden.virginia.edu 4-0935
3. March 27 (M)	BET/Viacom	Sonya Lockett	Director, Public Affairs SONYA.LOCKETT@BET.COM (212) 975-5036
4. March 28 (T)	Female Health Company	Mary Ann Leeper	Same as above
5. April 3 (M)	The Neenah Paper Company – environmental paper	Gerry Rector	Senior Brand Manager grector@neenahpaper.com (678) 518-3231
6. April 4 (T)	Primary Energy LLC	Tom Casten	Chair & CEO tcasten@primaryenergy.com 630-371-0528
7. April 5 (W)	Not for Profits: The Well Project	Dawn Averitt Bridge	Founder & CEO daveritt@thewellproject.org (434) 361-0015
8. April 10 (M)	The Nature Conservancy	Kevin Schuyler Michelle DeKoven	VP Dir. of Finance & Investments Kevin_Schuyler@TNC.org (703) 841-4588 Senior Bus. Consultant mdekoven@tnc.org
9. April 11 (T)	Wall Street Take on ST	Luis Mejia	Partner, Murdock Capital Investment lmejia@murdockcapital.com (212) 421-2545
10. April 17 (M)	Population Services Inc PSI) – Social Marketing	Will Warshauer	Exec. VP Strategy & Resources wwarshauer@psi.org (202) 785-0072
11. April 18 (T)	Class discussion: tie-in CSR discussion with Not-for-profits	The Class with MAL	
12. April 24 (M)	The Grameen Foundation	Susan Davis	Chair, The Grameen Foundation susandavis@equality.net (212) 353-3630
13. April 25 (T)	Ashoka: Social Entrepreneurship	Venkatesh Raghavendra	Director, South Asia Partnerships vraghavendra@ashoka.org (703) 527-8300 x322
14. May 01 (M)	Class Project		
15. May 02 (T)	Class Project		

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Session One – 21 March

Mary Ann Leeper

Introduction to the Course

- What is Social Entrepreneurship and what does Leadership have to do with it?
- A model for consideration.

Assignments

1. “The Social Responsibility of Business Is to Increase Its Profits,” by Milton Friedman, *New York Times Magazine* (September 13, 1970): 87-91
2. “The New Meaning of Corporate Social Responsibility,” by Robert B. Reich, *California Management Review* 40 (Winter 1998): 8-17
3. “What is the business of business?,” by Ian Davis, *The McKinsey Quarterly*, No. 3, (2005)
4. “The Meaning of ‘Social Entrepreneurship’,” by J. Gregory Dees, Stanford University (May 30, 2001); <http://www.fuqua.duke.edu/centers/case/documents/deesSE.pdf>
5. “The Vehicle and the Vehicles of Leadership,” by Howard Gardner, *The American Behavioral Scientist*, 42(6) (March 1999): 1009-1023
6. “Is the Social Entrepreneur a New Type of Leader?,” by Lynn Barendsen & Howard Gardner, *Leader to Leader*, 34 (Fall 2004): 43-50

Session Two - 22 March

R. Edward Freeman

Stakeholder Theory

Assignments:

1. “Business Ethics and Health Care: A Stakeholder Perspective,” by Mattia J. Gilmartin and R. Edward Freeman in *Health Care Management Review*, Vol. 27, No. 2 (Spring 2002): 52-65
2. “Stakeholder Theory: A Libertarian Defense,” by R. Edward Freeman and Robert A. Phillips in *Business Ethics Quarterly*, Vol. 12, Issue 3 (July 2002): 331-349

Session Three – 27 March

Sonya Locket

Assignments:

1. *To be distributed before class.*
2. www.bet.com
3. www.viacom.com

Session Four – 28 March

Mary Ann Leeper

The Female Health Company

Assignments:

1. The Female Health Company (A) [UVA-BC-0146]
2. The Female Health Company (B) [UVA-BC-0183]
3. The Female Health Company Annual Reports, 2004, 2005 – www.femalehealth.com

Please go to www.businessfightsaids.org and review the site with the following specifics to cover at a minimum:

- About GBC
- GBC in Action
- GBC Members: pick out several member companies of interest to you
- Resources publication:
 - *Business Action on HIV/AIDS– a blueprint* (attached), Global Business Council on HIV & AIDS, 2001

Session Five – 3 April

Gerry Rector

Assignments: Please review web sites

1. www.environmentalpaper.org
2. www.neenahpaper.com

Session Six – 4 April

Tom Casten

Energy

Assignments: www.primaryenergy.com

Session Seven – 5 April

Dawn Averitt Bridge

Assignments: www.thewellproject.org

Session Eight – 10 April

Kevin Schuyler and Michelle DeKoven

The Nature Conservancy – Funding Aspects from the View of an Environmental Not-For-Profit

Assignments:

1. “Chapter 7: Expanding the Frontiers of Conservation Finance,” by Kevin W. Schuyler in *From Walden to Wall Street*, James N. Levitt and Lydia K. Bergen (eds.); (Washington, DC: Island Press, 2005): 109-123
2. “Chapter 2: Debt for Nature: The Story of the Katahdin Forest,” in *Investing in Nature* by William J. Ginn (Washington, DC: Island Press, 2005): 42-52

Suggested Readings: Books on RESERVE in Darden Library

1. “Chapter 1: Financial Innovation for Conservation: An American Tradition,” by James N. Levitt in *From Walden to Wall Street*, James N. Levitt and Lydia K. Bergen (eds.); (Washington, DC: Island Press, 2005): 1-21 [Talks about the history of American conservation, including Jefferson’s role.]
2. “Chapter 3: Bankruptcy and Biodiversity,” in *Investing in Nature* by William J. Ginn (Washington, DC: Island Press, 2005): 53-62 [Talks about our Chile bankruptcy deal.]

Session Nine – 11 April

Luis Mejia

Wall Street take on Social Responsibility

Assignments:

1. “Envisioning Socially Responsible Investing: A Model for 2006,” by Steven D. Lydenberg, *The Journal of Corporate Citizenship*, Greenleaf Publishing (copyright 2002): 57-77
2. “The ‘Ethics’ of Ethical Investing,” by Mark S. Schwartz; “On Socially Responsible Investing: A Critical Comment,” by Alan Strudler; and “Socially Responsible Investing: A Critical Appraisal,” by D. Bruce Johnsen, *Journal of Business Ethics* 43 (2003): 195-222, 215-217, 219-222

Session Ten – 17 April

Will Warshauer

Population Services, Inc., PSI – Social Marketing

Assignments:

1. “Chapter 2: Social Marketing: How It Works,” in *Let Every Child be Wanted* by Philip D. Harvey (Auburn House, 1999): 27-40
2. “What is Social Marketing?,” *Population Services International* (Washington, DC: PSI, Winter/Spring 2003)
3. “Case Study: The Social Marketing of Insecticide-Treated Nets (ITNs) in Kenya,” *Population Services International* (Washington, DC: PSI, 2005)

Session Eleven – 18 April

Mary Ann Leeper

Class General Discussion: Tie in CSR discussions with not-for-profits’ goals

Session Twelve – 24 April

Susan Davis

Micro Credit: The Grameen Foundation

Assignments:

1. “Tapping the Financial Markets for Microfinance: Grameen Foundation USA’s Promotion of this Emerging Trend,” by Jennifer Meehan (Grameen Foundation USA, Working Paper Series, October 2004)
2. “Gaining a foothold: tackling poverty, gender inequality, and HIV in Africa,” by Julia C. Kim & Charlotte H. Watts, *BMJ*, Vol 331 (1 October 2005): 769-772

Session Thirteen – 25 April

Venkatesh Raghavendra

Ashoka: Social Entrepreneurship

Assignments:

1. “Chapter 2: From Little Acorns Do Great Trees Grow,” “Chapter 3: The Light in My Head Went On,” Chapter 5: A Very Significant Force,” “Chapter 18: Six Qualities of Successful Social Entrepreneurs,” and “Chapter 21: Conclusion,” in *How to Change the World: Social Entrepreneurs and the Power of New Ideas* by David Bornstein (New York, NY: Oxford Univ Press, 2004): 11-19, 20-39, 47-60, 233-241, 264-279 [Specific assignments to include: Chapter on Bill Crayton and Ashoka plus another story.]
2. www.ashoka.org and www.gfusa.org

3. “What is a Social Entrepreneur?” and “Social Entrepreneurship?,” (United Kingdom: Saïd Business School)
4. “Social Entrepreneurship and Societal Transformation: An Exploratory Study,” by Sarah H. Alvord, L. David Brown & Christine W. Letts, *The Journal of Applied Behavioral Science*, Vol 40, No 3 (September 2004): 260-282

January 2006