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-for-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

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


Session Two - 22 March  R. Edward Freeman

Stakeholder Theory

Assignments:

**Session Three – 27 March**  
*Sonya Locket*

**Assignments:**

1. *To be distributed before class.*  
2. [www.bet.com](http://www.bet.com)  
3. [www.viacom.com](http://www.viacom.com)

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**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]  

Please go to [www.businessfightsaids.org](http://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:

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**Session Five – 3 April**  
*Gerry Rector*

**Assignments:** Please review web sites

1. [www.environmentalpaper.org](http://www.environmentalpaper.org)  
2. [www.neenahpaper.com](http://www.neenahpaper.com)

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**Session Six – 4 April**  
*Tom Casten*

**Energy**

**Assignments:**  
[www.primaryenergy.com](http://www.primaryenergy.com)
Session Seven – 5 April  

*Dawn Averitt Bridge*

**Assignments:**

www.thewellproject.org

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Session Eight – 10 April  

*Kevin Schuyler and Michelle DeKoven*

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

**Assignments:**


**Suggested Readings: Books on RESERVE in Darden Library**

   [Talks about the history of American conservation, including Jefferson’s role.]
   [Talks about our Chile bankruptcy deal.]

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Session Nine – 11 April  

*Luis Mejia*

Wall Street take on Social Responsibility

**Assignments:**

Session Ten – 17 April  

Will Warshauer

Population Services, Inc., PSI – Social Marketing

Assignments:


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:


Session Thirteen – 25 April  

Venkatesh Raghavendra

Ashoka: Social Entrepreneurship

Assignments:

2. www.ashoka.org and www.gfusa.org
3. “What is a Social Entrepreneur?” and “Social Entrepreneurship?,” (United Kingdom: Said Business School)

January 2006