

WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION

COURSE TITLE: Introduction to Social Entrepreneurship

COURSE NUMBER: BBM 381

PRE-REQUISITES: NONE

COURSE DESCRIPTION:

This course provides students with an understanding of the philosophy and practical application of social entrepreneurship as means of generating both profit and public good

## GOAL C:

The student will demonstrate effective written and oral communication skills when discussing leading change initiatives and clarifying their values.

Learning Objectives: The student will:

- C-1 Profile exemplary entrepreneurs, businesses, and nonprofit organizations in three separate assignments, integrating their experiences and examples with course readings.
- C-2 Critically summarize social entrepreneurship and organizational transformation literature through two scholarly article analyses.
- C-3 Elaborate on key points of the text through assigned discussion questions.
- C-4 Prepare an original Social Entrepreneurship idea power point presentation.
- C-5 Prepare assignments in APA format.