

Course title <English>	社会起業とグローバルヘルス Social entrepreneurs and global health	Affiliated department, Job title, Name	Graduate School of Medicine Professor, KIHARA MASAHIRO		
Grade allotted	1st year students or above	Number of credits	2	Course offered year/period	2015/Second semester
Day/period	Wed.4	Class style	Lecture	Language	English
[Outline and Purpose of the Course]					
*This is the course provided by Interdisciplinary Unit for Global Health					
<p>Social entrepreneurship by definition is a process by which citizens build or transform institutions to advance solutions to social problems, such as poverty, illness, illiteracy, environmental destruction, human rights abuse and corruption in order to make life better for many. While embracing the liberal culture of Kyoto University, the Department of Global Health and Socio-epidemiology is introducing a 15-week Social Entrepreneurship and Public Health course. This course is basically targeting graduates enrolled in the School of Public Health who are passionate about creating positive change in the society. It will foster “out-of-the-box thinking” on solving social problems linked to Public Health at community, national or even global level. This course will further orient students to the field of social entrepreneurship by introducing them to current trends and scientific evidence from the field. Students will learn essential skills needed to be successful social entrepreneurs starting from analyzing an identified problem in the society to implementing sustainable solutions utilizing business principles. Such skills and principles are not currently present in public health courses yet essential to influence policy, mobilize funding and bring about sustainable social change.</p> <p>*Not all students enrolled in this course will be social entrepreneurs but, to at least, we expect to ignite the social enterprise way of thinking to every student. Those students that will eventually become social entrepreneurs, we hope to provide an opportunity for them to acquire the depth and breadth that they will need in their journey to make a difference in the life of many.</p>					
[Course Goals]					
<p>(1) To build a strong academic base for students passionate about social entrepreneurship. (2) To help students to understand social entrepreneurship and how it differs from NGOs, NPO, philanthropy and the business-sector definition of entrepreneurship. (3) To help students to gain business literacy while thinking of entrepreneurship. (4) To encourage students to make connections with local and international social entrepreneurs. (5) To create a broad vision of social entrepreneurship and its multidisciplinary implications in diverse fields (like public health).</p>					
[Course Schedule and Contents]					
Wednesday 4th session					
Oct 7 #61655					
-Definition of the concepts and terms, relevance of social entrepreneurship to public health.					
-Social entrepreneur: what and how					
-Difference between social entrepreneurs and NPO, NGO, philanthropy, social innovation					
Oct 14 #61655					
Continue to 社会起業とグローバルヘルス(2) ↓ ↓ ↓					

社会起業とグローバルヘルス(2)

-Innovation: The what and how
-TED video/Ashoka resource videos

Oct 21 #61655

-Example of innovation in solving social problems
-First assignment: Identify a social problem/niche

Oct 28 #61655

-Financial literacy: budget, cash flow, financial statement, supply and demand, Economic indicators.

Nov 4 #61655

-Social entrepreneurship (blue print): Social Business plan. Market analysis.

Nov 11 #61655

-How to be profitable I.

Nov 18 #61655

-How to be profitable II.

Nov 25 #61655

-Examples of profitable Social Enterprise.

Dec 2 #61655

-Economics of scale: role out social solution/cooperation. Setting up a coordinating committee.

Dec 9 #61655

-Impact analysis, measurement.

Dec 16 #61655

-Example of a scalable innovation with a sustainable business model.
-Assignment 2.

Jan 6 #61655

-Examples of successful social entrepreneurships (guest speakers)

Jan 13 #61655

-Managing failure, learning from failure.
-Assignment 3.

Jan 20 #61655

-Linking social entrepreneurship to other research skills.

Jan 27 #61655

-Final presentation and submission of the reports.

Lectures will be also given by,

Christina Al-saaidi (Dept. of Global Health and Socio-epidmeiology, School of Public Health)

Bekumusa Wellinton Lukhele (Dept. of Global Health and Socio-epidmeiology, School of Public Health)

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社会起業とグローバルヘルス(3)

[Class requirement]

None

[Method, Point of view, and Attainment levels of Evaluation]

30% attendance, 50% final presentation, 20% group work and business plan preparations

[Textbook]

Not used

[Reference books, etc.]

(Reference books)

(1)David Bornstein, How to Change the World: Social Entrepreneurs and the power of New Ideas. Oxford University press, New York, 2007.

(2)David Bornstein and Susan Davis: Social Entrepreneurship- What everyone needs to know. Oxford University press, New York, 2010.

[Regarding studies out of class (preparation and review)]

Lectures, videos, group work and discussions, Case study and panel discussions.

(Others (office hour, etc.))

-Students having passion to contribute in solving social problems as well as willingness to study in English will be welcome.

Room: Seminar room of the Department of Global Health and Socio-epidmeiology, 2nd floor of the Science Frontier laboratory, School of medicine

TEL: 4350

*Please visit KULASIS to find out about office hours.