

**INDIANA UNIVERSITY  
REQUEST FOR NEW CERTIFICATE PROGRAM**

**School: School of Public and Environmental Affairs**

**Campus: Systemwide - IU Bloomington lead campus**

**Proposed Title of Certificate: Graduate Certificate in Social Entrepreneurship**

**Proposed Date of Implementation: January 2006**

**Faculty Member Developing/Submitting Proposal:**

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**I. Why is the certificate needed? (Rationale)**

To better prepare students for careers in organizations that operate at the intersection of business, government, and the nonprofit sector and that use (or wish to) entrepreneurial methods to achieve social purposes.

**II. List the major topics or curriculum of the certificate.**

- Overview and basic features of business entrepreneurship, nonprofit sector, and public management.
- Perspectives on and case studies of social entrepreneurship in practice.
- Internship in organization engaged in social entrepreneurship.
- Elective courses in skills needed for entrepreneurship, such as marketing, evaluation, negotiation, and finance.

**III. List the major student outcomes (or set of performance based standards) for the proposed certificate.**

- Students will gain understanding of management in government, business and the nonprofit sector from perspectives other than those in which they will earn their degrees.
- Students will provide practical assistance to organizations engaged in social entrepreneurship.
- Students will obtain employment in nonprofit organizations that rely heavily on commercial income, businesses with social purposes, or government agencies seeking to become more entrepreneurial in delivering public services.

**IV. Explain how student outcomes will be assessed (course-embedded assessments, graduate follow-up, employer survey, standardized tests, etc.).**

Most assessments will be embedded in courses. In addition, student performance in internships with organizations engaged in social entrepreneurship will be assessed. Graduate follow-up and employer surveys will be used to measure value of certificate in preparing students for employment in organizations at the intersection of business, government and the nonprofit sector.

**V. Describe the student population to be served.**

Initially, Indiana University students enrolled in the Master of Public Affairs (M.P.A.) program in the School of Public and Environmental Affairs (SPEA) and the Master of Business Administration (M.B.A.) program in the Kelley School of Business. If successful, the certificate could be extended to graduate students in other schools (e.g., Education and HPER) and undergraduates.

**VI. How does this certificate complement the campus or school mission?**

Both SPEA's nonprofit management program and Kelley's entrepreneurship program are ranked among the top such programs in the United States. This certificate would enable them to combine their strengths and to offer instruction in a topic (social entrepreneurship) that appears to be of considerable interest to business and public affairs students, as well as to other schools with which SPEA and Kelley compete.

**VII. Describe any relationship to existing programs within Indiana University.**

In addition to existing programs at SPEA and Kelley, the certificate will be closely related to the purposes of the Center on Philanthropy at Indiana University and the Tobias Leadership Center. The Arts Administration program at SPEA is also preparing students for careers in a portion of the nonprofit sector that depends considerably on commercial income and its director has been involved in developing this certificate.

**VIII. List and indicate the resources required to implement the proposed program. Indicate sources, e.g., reallocations, or any new resources such as personnel, library holdings, equipment, etc.)**

A Lilly Endowment grant will pay for start-up costs of the program, including salary for an administrator, the expenses of a major conference, and the first year's internship program. Subsequently, resources will be needed principally for internships, faculty, and co-curricular activities. These resources are expected to be provided by a combination of external funding, reallocations of SPEA and Kelley commitments, and payments from organizations utilizing students in the program.

**VIII. Describe any innovative features of the program (e.g., involvement with local or regional agencies, offices, etc., cooperative efforts with other institutions, etc.).**

Students in the program will be working with a variety of nonprofit, business and governmental agencies engaged in social entrepreneurship. In addition to internships, students will have opportunities to advise organizations, seeking assistance in developing new ventures or expanding existing ones. If funds permit, a competition for students to develop their own social entrepreneurial ideas may be undertaken.

Graduate Certificate in Social Entrepreneurship  
School of Public and Environmental Affairs  
System-wide - IU Bloomington (lead campus)

Course Requirements

*Required (9 credit hours):*

- SPEA-V 521 **The Nonprofit and Voluntary Sector** (3 cr.)\*  
 BUS-W 503 **Creativity and Innovation: Generating New Venture Ideas** (1.5 cr.)\*\*  
 BUS-W 504 **New Venture Business Planning** (1.5 cr.)\*\*  
 SPEA-V 559 pending/BUS-W xxx **Principles and Practices of Social Entrepreneurship**  
 (new co-listed course) (3 cr.)

*Electives (9 credit hours, at least 3 of which must taken in school other than one offering degree):\*\*\**

- BUS-F 509 **Financial Analysis for Corporate Decisions** (1.5 cr.)  
 BUS-F 517 **Venture Capital and Entrepreneurial Finance** (1.5 cr.)  
 BUS-J 501 **Developing Strategic Capabilities** (1.5 cr.)  
 BUS-L 538 **Advanced Negotiations & Dispute Resolution** (1.5 cr.)  
 BUS-L 560 **Ethics, Negotiations, Managing Conflict** (1.5 cr.)  
 BUS-M 511 **Marketing Performance and Productivity Analysis**  
 BUS-M 512 **Marketing Strategy (with M511, 4.5 cr.)**  
 BUS-M 521 **Implementation of Marketing Strategies** (1.5 cr.)  
 BUS-M 540 **Services Marketing** (1.5 cr.)  
 BUS-P 510 **Service Operations** (1.5 cr.)  
 BUS-P 552 **Project Management** (1.5 cr.)  
 BUS-P 561 **Supply Chain Management and Technologies** (1.5 cr.)  
 BUS-S 509 **Information Systems in Modern Organizations** (1.5 cr.)  
 BUS-S 510 **Managing the Net-Enabled Organization** (1.5 cr.)  
 BUS-S 520 **Managing and Designing Data Base Systems** (1.5 cr.)  
 BUS-W 511 **Venture Strategy** (1.5 cr.)  
 BUS-W 514 **Venture Screening** (1.5 cr.)  
 BUS-W 516 **Organizational Development and Change: The Change Agent** (1.5 cr.)  
 BUS-W 532 **Organization Design Alternatives** (1.5 cr.)  
 BUS-X 573 **Corporate Entrepreneurship** (1.5 cr.)
- SPEA-V 502 **Public Management** (3 cr.)  
 SPEA-V 504 **Public Organizations** (3 cr.)  
 SPEA-V 510 **Government Regulation in Market Economies** (3 cr.)  
 SPEA-V 516 **Public Management Information Systems** (3 cr.)  
 SPEA-V 519 **Database Management Systems** (3 credits)  
 SPEA-V 522 **Human Resource Management in Nonprofit Organizations** (3 cr.)  
 SPEA-V 525 **Management in the Nonprofit Sector** (3 cr.)  
 SPEA-V 526 **Financial Management for Nonprofit Organizations** (3 cr.)

- SPEA-V 539 Management Science for Public Affairs (3 cr.)
- SPEA-V 541 Benefit-Cost Analysis of Public and Environmental Policies (3 cr.)
- SPEA-V 542 **Government Financial Accounting and Reporting** (3 cr.)
- SPEA-V 547 Negotiation and Dispute Resolution for Public Affairs (3 cr.)
- SPEA-V 558 Fund Development for Nonprofits (3 cr.)
- SPEA-V 560 **Public Finance and Budgeting** (3 cr.)
- SPEA-V 561 **Public Human Resources Management** (3 cr.)
- SPEA-V 562 Public Program Evaluation (3 cr.)
- SPEA-V 568 **Management of Urban Government Services** (3 cr.)
- SPEA-V 602 **Strategic Management of Public and Nonprofit Organizations** (3 cr.)
- SPEA-V 622 **Seminar in Urban Economic Development** (3 cr.)

Also required is a summer internship with an appropriate business, nonprofit organization, or public agency

\* SPEA-V 502 Public Management may be substituted by Kelley students seeking a public policy emphasis.

\*\* These may be replaced by new courses being developed.

\*\*\* A variety of courses could be included as electives. These seem the most relevant, but changes will be undoubtedly be made as we gain experience with this program, faculty members add new courses (or subtract old ones), etc.

**Bold** Courses required for SPEA core or concentration. Courses required to fulfill electives are not in bold, though those listed can be used for electives in one or more concentrations.