

## **JUS 497/591: Social Enterprises: Innovation, Justice, and Community Development**

Professor Vanna Gonzales, Arizona State University  
Professor Enrico Giovannetti, University of Modena and Reggio Emilia  
TA: Linh Dai, Graduate Student, School of Social Transformation, ASU

[https://myasucourses.asu.edu/webapps/blackboard/execute/courseMain?course\\_id= 191942\\_1](https://myasucourses.asu.edu/webapps/blackboard/execute/courseMain?course_id= 191942_1)

**Semester:** Spring 2011

**Time:** M/W: 3:30-4:45

**Location:** SHESC 265

**Office Hours:** Vanna- Tuesday 3-5 (Wilson 221)  
Linh-Thursday, 4-5 (Wilson 207)

**Office Phone:** Vanna- (480) 965-7631

**E-mails:** [Vanna.Gonzales@asu.edu](mailto:Vanna.Gonzales@asu.edu)  
[Linh.Dai@asu.edu](mailto:Linh.Dai@asu.edu)

### **GUEST SPEAKERS/CONSULTANTS**

Prof. Paola Bertolini  
Mr. Ted DeBarbieri, Esq.  
Prof. MaryMargaret Fonow  
Prof. Nancy Jurik  
Prof. Laurie Mook  
Prof. Jessica Gordon Nembhard  
Prof. Elizabeth Segal  
Prof. Sander Van der Leeuw

### **COMMUNITY PARTNERS**

Alt^I, Tempe  
Arcosanti, Mayer  
Conspire, Phoenix  
IRC, Phoenix

### **COURSE DESCRIPTION**

The severity of the current recession and the associated ecological and social transformations that underlie it, have created a cultural shift in how we think about the relationship between social and economic development. As our understanding of entrepreneurship is being redefined in more socially-conscious ways within the United States, globally, social innovation has become widely embraced as a critical component in fostering just and workable solutions to increasingly interdependent social, economic, and ecological problems.

This unique, hybrid course introduces students to a variety of empirical and theoretical perspectives on social enterprise (SE), the social economy, and social innovation. Bringing together scholars representing a broad range of fields (political science, economics, sociology, justice studies, law, anthropology, and social welfare), the first portion of the course provides a survey of key issues connecting the development of the social economy to innovation, social justice and economic sustainability. Utilizing a comparative, transdisciplinary approach, the course aims to get students to reflect critically on the following questions: How do we conceptualize and distinguish between different types of SEs? What are the key historical, structural, contextual factors that have informed the development of SEs in the U.S. and Europe and how do they influence SEs capacity to promote and maintain social innovation in the 21<sup>st</sup> Century? What tensions and conflicts arise in efforts to reconcile self interest and solidarity, utopianism and materialism, community development and market capitalism?

In addition to bringing together a global network of students and scholars to provide a rigorous examination of the relevant conceptual, theoretical, and empirical literature, this course utilizes a collaborative learning model to develop university-community partnerships. During the last six weeks of

the semester, small groups of 3-4 students will be embedded with each of four local SEs to help develop and implement social innovation projects. Through these joint projects, the course seeks to empower students as learners and social innovators while making a direct contribution to the social economy.

## KEY COURSE OBJECTIVES

- Utilize interdisciplinary, collaborative learning models to educate students about the theory, history, and practice of SE development and social innovation as it relates to contemporary debates regarding globalization, democratic governance, ecological sustainability, and economic justice.
- Compare the strengths, challenges and evolution of diverse models of SE to generate critical reflection and constructive engagement with course material
- Promote better understanding of the key points of conflict and consensus regarding the meaning and purpose of SEs as well as the causes and consequences of their development in different parts of the world, particularly North America and Europe.
- Encourage students and faculty to recognize that social and economic institutions can be improved and effectively changed and to appreciate and promote group efforts to do so
- Provide students the opportunity to gain practical experience and to build social and civic skills through networking and collaborative work on innovation creation.
- Facilitate the cultural development of the social economy in Arizona through the promotion of social solidarity and collaborative learning strategies to actualize social innovation projects within the greater Phoenix area.

## COURSE ASSIGNMENTS/GRADING

- 30%     ***Three 3-4 page Thought Pieces*** [Due: February 11, and March 11, March 28th]: These short papers are meant to help you think more deeply about a specified topic related to readings/lectures. This is an opportunity for you to analyze course material, connect readings to one another, connect readings to lecture, question approaches, etc. The third paper will entail a brief social enterprise profile of the organization in which you are embedded. This third paper will be a collaborative project. [further instruction is provided on the Blackboard course shell. Under Assignments→ see the “Thought Pieces” folder]
- 25%     ***Discussion Facilitation /Fieldnotes***. During the classroom portion of the course, students will be responsible for helping facilitate discussion of the reading material for 2 class meetings during weeks 3-10. As a ‘discussion facilitator,’ you and 1-2 other classmates will submit a 2 page (single spaced) discussion guide that will briefly: summarize key themes in the readings, raise critical issues, and pose 3-4 open ended questions you would like the class to discuss. Sign up sheets will be made available during the first week of class. For the embedded portion of the class, you will be doing field observations which you will hand in weekly beginning week 11. [further information will be provided in class and on blackboard in the Fieldnotes section of the Assignments folder].
- 40%     ***Social Innovation Project*** [Due Dates: Friday, April 8<sup>th</sup>, Friday May 6<sup>th</sup>]: The bulk of your grade will be earned in the process of working on a social innovation project. From March 30<sup>th</sup> through May 6<sup>th</sup>, teams of 2-3 students will be embedded with one of four

partner organizations in the greater Phoenix area in order to help develop and implement social innovation projects along with their SE mentor. These joint projects are designed to empower students as learners and social innovators while making a direct contribution to the social economy by generating practical knowledge and social solidarity. This assignment will include two key components: A Project Proposal [DUE April 8th] and a Final Project write up [DUE May 6th]. Further information about this assignment, including descriptions of partner organizations, a general description of the project, specific project outlines, and the memorandum of agreement will be available on the Blackboard course shell. See the Community Partner Info tab and the “Social Innovation Projects” folder under the “Assignments” tab.

5% ***Participation/Attendance:*** Your active engagement with course materials, faculty, SE mentors, and fellow students is critical for this course to succeed; consequently, excessive absences and lack of participation will negatively affect your grade.

\*\*\*\* **SPECIAL EVENT SCHEDULED FOR SATURDAY, FEBRUARY 26<sup>TH</sup>**\*\*\*\*

We will be having a tour of our four social enterprise sites this Saturday, which will culminate in a fabulous dinner and group meeting up at ArcoSanti near Prescott. We will take care of the organization, cost of transportation and dinner. All you need to do is show up! Will be a great, informal way to get to know your fellow students, faculty collaborators, and community partners! More information is provided on the course website under the ‘Special Events’ tab!

**EXTRA CREDIT:** [Students may choose to do one of 2-3 mini projects for the SEAZ website: <http://socialeconomyaz.org/> which is associated with the Pathways to Entrepreneurship Grant that helped to fund this course [Prof. Vanna Gonzales, [PI], Prof. Nancy Jurik, [co-PI]. More information about these projects will be available in the “Extra Credit” folder under the “Assignments” Tab. The due date for the extra credit will be Friday, May 13<sup>th</sup>.

***Guidelines for Papers/Late Paper Policy:*** All papers for this course are to be type written. Please include on the first page (or on a separate cover sheet) the following: title, your name, course information, and the due date of the assignment. You will upload all papers directly to the Blackboard website. Please see the Assignments folder in Blackboard for further instructions and guidelines. It is your responsibility to prepare assigned materials on time. Late papers will only be accepted if one of the following conditions applies: 1) you have a medical reason for missing a deadline, 2) you have had a death in the family, or 3) you need to be away from campus due to an official University function. REMINDER: Always keep a back up of your final draft.

***Office Hours and Emails:*** My office hours will be held from 3-5 Thursdays, 3-5, 324 Wilson Hall. Office hours provide an opportunity to clear up any confusion regarding the assignments, readings and lectures as well as a chance to let me know how you are getting a long in the course and how I might help you to improve in your learning process. Please allow 24 hours for me to respond to your emails. If you want to discuss course material or have questions that go beyond issues relating to the syllabus or clarification), I strongly recommend that you come to see me in person during my office hours but I am also happy to talk with you over the phone or via skype. [my skype address is: Vanna.Gonzales. You can also locate me by location. I am the only Vanna Gonzales listed for Phoenix].

#### **ENROLLMENT:**

This course is open to graduate students and advanced undergraduate students. In keeping with key course objectives, enrollment of ASU students is capped at 15 students; therefore, students who wish to enroll will need to contact participating faculty and/or of the Justice and Social Inquiry course advisors,

Johnny Roldan Chacon [480-965-7683 or [Johnny.Roldan-Chacon@asu.edu](mailto:Johnny.Roldan-Chacon@asu.edu)]; Miranda Carlton-Carew [macc@asu.edu](mailto:macc@asu.edu). or Daniel Maxey [daniel.maxey@asu.edu](mailto:daniel.maxey@asu.edu). to enroll.

### **DISABILITY-RELATED ACCOMMODATIONS**

If you need disability-related accommodations, you need to register with Disability Resources. The contact information is (480) 965-1234, <http://www.asu.edu/studentaffairs/ed/drc/>. It is your responsibility to register and inform me about your needs at the beginning of the semester.

### **ACADEMIC INTEGRITY**

This course will adhere to the standards outlined in the University's policies on academic honesty/dishonesty. Please review the University's websites regarding Academic Integrity (<http://provost.asu.edu/academicintegrity/students>) and the Student Code of Conduct (<http://students.asu.edu/files/StudentCodeofConduct.pdf>). The University policies on academic dishonesty will be strictly enforced. Make sure you have read through them carefully. **Plagiarism is a serious breach of academic integrity.** (Plagiarism is a form of cheating in which a student tries to pass off someone else's work, or part of it, as her or his own.) To avoid suspicion of plagiarism, you should make appropriate use of references and footnotes. If you are in any doubt as to what constitutes plagiarism, consult with me prior to handing in your written work. A student found to be plagiarizing is subject to a failing grade. For further information on plagiarism, please see the course website.

### **REQUIRED READINGS**

Social Enterprises: Innovation, Justice, and Community Development is a reading-intensive course. Please plan your schedule to allow yourself adequate time to complete the appropriate readings before you come to lecture each week.

**All readings, with the exception of the following required text are posted on the Blackboard Website under the "Weekly Material" tab:**

- Mair, Johanna, Jeffrey Robinson and Kai Hockerts, eds. 2006. *Social Entrepreneurship*. (Palgrave Macmillan).

PLEASE NOTE: one copy of this book has been placed on reserve at Hayden library

**COURSE SCHEDULE\*\*Any changes in the schedule will be announced in advance in class and posted to the syllabus on the course website.**

### **Unit A: The Big Picture: Introduction and analytical overview**

This unit covers key economic, cultural and ecological challenges that serve as the basis for the turn to social enterprise; definitions and diverse conceptualizations of social enterprise; interdisciplinary perspectives on SEs, including distinct alternative models, and social innovation.

### **WEEK 1: Course Introduction**

***Mon. Jan 17: MARTIN LUTHER KING HOLIDAY- NO CLASS***

***Wed. Jan 19: Introduction to the Course***

This session is devoted to introducing course participants, presenting key course objectives, and providing an overview of the syllabus as well as key course events and assignments.

**WEEK 2: Communities in Crisis and the Way Forward:**

***Mon. Jan 24: Contemporary Socio-Economic Dilemmas and the Quest for New Models of Development:***

Introduces challenges and prospects for the 21<sup>st</sup> century. We will discuss key challenges associated with Global Capitalism, Corporatization, and various forms of Social Dystopia, as well as contemporary attempts to construct “Spaces of Hope” and alternative visions of community development.

**Lecturer: Vanna Gonzales**

**READINGS:**

- Lipietz, Alain. 1994. “Post-Fordism and Democracy,” 338-357. In *Post-Fordism: A Reader*. Ash Amin, ed. (Cambridge, Blackwell).
- Jacoby, Russell. 2000. *The End of Utopia: Politics and Culture in an age of apathy*, pgs. 18-25; 158-173.
- Fournier, Valerie. 2002. “Utopianism and the Cultivation of Possibilities: Grassroots Movements of Hope,” in *Utopia and Organization*. Martin Parker, ed. Blackwell.
- Korten, David. 2009. Chapters 2, 3, 13. In *Agenda for a New Economy*. (San Francisco: Berrett-Koehler Publishers, Inc.

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

***Wed. Jan 26: The Social Economy: An Analytic Overview***

Comparative introduction: highlights diversity of definitions, conceptual and analytic frameworks, with focus on North American and European Experiences

**Lecturer: Vanna Gonzales**

**READINGS**

- Chapter 1, “Understanding the social and solidarity economy” in *Social and Solidarity Economy: Building a Common Understanding*. Eds. Benedicte Fonteneau, Nancy Neamtan, Fredrick Wanyama, Leandro Pereira Morais, Mathieu de Poorter. International Training Centre of the International Labour Organization. Turin: Italy.
- Laville, Jean-Louis, Benoit Levesque and Marguerite Mendell. 2007. “The Social Economy: Diverse Approaches and Practices in Europe and Canada,” pp. 155-165 in *The Social Economy: Building Inclusive Economies*, Ed. Antonella Noya and Emma Clarence. Trento: OECD.
- Ash Amin, Angus Cameron and Ray Hudson, 2003. “The Alterity of the Social Economy” in *Alternative Economic Spaces*. (London: Sage).

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

**WEEK 3: Innovation and Development**

***Jan. 31: NeoEntrepreneurialism: the Business Paradigm and its relevance for understanding social innovation.***

This week's readings look at key management /business perspectives on social enterprise, entrepreneurship, and innovation. Key focus is on understanding the role of social enterprise in the economy and society, particularly its ability to spawn social innovation and economic productivity.

**Lecturer: Vanna Gonzales**

**READINGS**

- Drucker, P.F. 1985. Selected Chapters. In *Innovation and entrepreneurship*. New York: Harper and Row
- Boschee, Jerr. 2001. "Eight Basic Principles for Nonprofit Entrepreneurs," in *NonProfit World*. Vol. 19, No. 4.
- Dees, Gregory and Beth Battle. 2003. In *Society*. Vol. 40, No. 4.
- Drayton, Bill 2006. "The Citizen Sector Transformed" in *Social Entrepreneurship New Models of Sustainable Social Change*. (Oxford: Oxford University Press).

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

***Feb 2: Critical Reflections on the Neo-entrepreneurial Paradigm***

Presents critiques from across the disciplines and discusses the problematic aspects of the dominant paradigm.

**Guest Lecturer: Nancy Jurik** critiques of standard interpretations of social innovation qua entrepreneurialism

**READINGS**

- Cho, Albert Hynbae. 2006. "Politics, Values and Social Entrepreneurship: A Critical Appraisal". In *Social Entrepreneurship*. Eds. Mair, Jeffrey Robinson and Kai Hockerts. (New York: Palgrave MacMillan).
- Browne, Paul Leduc. 2000. "The Neoliberal Uses of the Social Economy," in *Social Economy. International Debates and Perspectives*. Ed. Eric Shragge and Jean-Marc Fontan. (Montreal: Black Rose Books).
- Somers, Margaret. 2005. "Let them Eat Cake: Socializing the Market versus Marketizing the Social" in *Thesis Eleven*, 81: 5-19.
- Jurik, Nancy. 2004. "Imaging Justice: Challenging the Privatization of Public Life," in *Social Problems* Vol.51(1): 1-15.

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

**Week 4: Diverse Models of Social Transformation for the 21st Century**

***Feb 7: Alternative Paradigms for Understanding Social Innovation***

Broader analysis of the impact of and consequences of innovation for people, organizations and places. While each author frames the key issue in different ways, each piece explores the potentiality of generating transformative social change via social innovation.

**Guest Lecturer: Sander van der Leeuw**, discusses innovation, human development, and social change

#### READINGS

- Perrini, Francisco and Clodia Vurro. 2006. "Social Entrepreneurship: Innovation and Social Change Across Theory and Practice." In *Social Entrepreneurship*. Eds. Mair, Jeffrey Robinson and Kai Hockerts. (New York: Palgrave MacMillan).
- Steyaert, Chris and Jerome Katz. 2004. "Reclaiming the space of entrepreneurship in society: geographical, discursive and social dimensions" in *Entrepreneurship and Regional Development*. 16: 179-196.
- Westley, Frances, and Nino Antadze. 2009. *Making a Difference: Strategies for Scaling Social Innovation for Greater Impact*.
- D. Lane, D. Pumain, S. E. van der Leeuw and G. West (eds.) 2009. Chapter 1 (all) & 3 (pgs. 109-116) *Complexity Perspectives on Innovation and Social Change* (Berlin: Springer).

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

**NOTE:** Video lecture for Sander van der Leeuw on SEAZ website: <http://socialeconomyaz.org/>

#### ***Feb 9: An Introduction to Cooperatives: Definitions, Properties, Types and Potentialities***

General introduction to Cooperatives and the Cooperative Movement, with a particular emphasis on the United States and Europe.

**Lecturer: Enrico Giovannetti**

#### READINGS:

- Zamagni, Stefano and Vera Zamagni. 2010. Chapter 2, "The birth of cooperative enterprise: where, when, how" and Chapter 3 "What is a cooperative" in *Cooperative Enterprise*. (Northampton, MA: Edward Elgar Publishing)
- Curl, John. 2010. "The Cooperative Movement in Century 21," *Affinities: A Journal of Radical Theory, Culture and Action*, Vol. 4, No. 1, Sumer: 12-29
- Biscoe, Robert and Michael Ward. 2005. Chapter 1 "From the Cradle to Retirement and Beyond" and Chapter 2 "What Cooperatives have in common", in *Helping Ourselves*. (Cork Ireland: Oak Tree Press).

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

**1<sup>st</sup> thought piece DUE FRIDAY FEBRUARY 11th**

**Week 5: Alternative Organizational Models for the 21st Century (cont.)**

#### ***Feb 14: Cooperatives and Community Development***

Looks at cooperative development and alternative models of ownership (asset based approaches, community development models, land trusts) focus on US

**Guest Lecturer: Jessica Gordon Nembhard** discusses alternative models of ownership and community development

#### READINGS

- Gunn, Christopher. 2004. "Development and the Third Sector" in *Third Sector Development: Making Up for the Market*. (Ithaca: Cornell University Press).
- Bendick, marc and Mary Lou Egan. 1995. "Worker Ownership and participation Enhances Economic Development in Low-Opportunity Communities," in *Journal of Community Practice*, Vol. 2(1).
- Gordon Nembhard, Jessica. 2001. "Cooperative Ownership in the Struggle for African American Economic Empowerment". *Humanity and Society*, Vol. 28, Number 3.
- Reed, Ananya Mukherjee and Darryl Reed. 2009. "Globalization and Co-operative Development: The Challenges of the Alternative Globalization Movement, in Darryl Reed and J.J. McMurtry, eds, *Co-operatives in a Global Economy: The Challenges of Co-operating across Borders*. Cambridge: Cambridge Scholars Publishing

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

#### **UNIT B: Theories of Cooperation, Collective Action, and Democratic Participation**

Introduction to diverse analytical frameworks for understanding the role of cooperation, collective action and development.

#### **WEEK 5/6: Understanding the Relationship between Cooperation, Innovation and Development: A Theoretical Primer**

##### ***Feb 16: Diverse Perspectives on Cooperation and Collective Action in Market Economies***

Explore the tensions inherent in cooperative development within market economies, with a focus on the criteria by which we conceptualize and evaluate success and the conditionality of cooperation and collective action.

**Lecturer: Enrico Giovannetti**

#### READINGS

- Dugatkin. 1999. "The Four Paths to Cooperation: in *Cheating Monkeys and Citizen Bees* (Cambridge: Harvard University Press).
- Ostrom Eleanor, 2000, Collective Action and the Evolution of Social norms, in *Journal of Economic Perspectives*, n.14, 3
- Borzaga and Tortia, 2007. "Social Economy Organizations in the Theory of the Firm," in *The Social Economy*. OECD.
- TBA

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

##### ***Feb 21: Participation and Democratic Theory: Sociological and Political Perspectives***

Perspectives on associational democracy, participation and cooperative decision making: Exploring the tension between solidarity and exclusion; freedom and equality; autonomy and control.



**Lecturer: Vanna Gonzales**

**READINGS**

- Pateman, Carol. 1970. Chapter 3 “The Sense of political efficacy and participation in the workforce” and Chapter 4, “Participation and democracy in industry” in *Participation and Democratic Theory* (Cambridge: Cambridge University Press).
- Bowles and Gintis. 1996. “Is the Demand for Workplace Democracy Redundant in a Liberal Economy,” in *Democracy and Efficiency in the Economic Enterprise*. Pagano and Rowthorn (eds.) (London: Routledge).
- Levin, Henry. 2006. Worker Democracy and Worker Productivity. *Social Justice Research* 19(1).
- Heller, Pusic, Strauss and Wilpert. 1998. “Organizational Theory and Participation” and Chapter 5, “Playing the Devil’s Advocate,” In *Organizational Participation, Myth and Reality* (Cambridge, Oxford).
- Segal, Elizabeth. 2011. “Social Empathy: A Model Built on Empathy, Contextual Understanding and Social Responsibility that Promotes Social Justice”

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

**NOTE:** Liz Segal video lecture on Social Empathy and social change on SEAZ website:  
<http://socialeconomyaz.org/>

**Unit C: The Social Economy in Action: A Study in Contrast**

This Unit consists of historical Antecedents and Comparative Case Studies. The focus here is on the social economy and social enterprises in North America and Europe (with a particular focus on the US and Italy). Students are provided a comparative introduction to the historical, material and ideological context that give rise to social enterprises, with special attention paid to the roots of alternative forms of social enterprise, and their ties to utopian socialism, communalism, and the historical struggles of labor.

**Week 6/7: The Italian Social Economy: Past and Present**

***Feb 23: Globalization, Integration and Innovation: Contemporary Challenges and Dilemmas in Italy and Europe***

**Guest Lecturer: Paola Bertolini**, discusses the complex role of supranational, national and local institutions in fostering social innovation within the European Union.

**READINGS**

- European Commission. 2007. *How the EU Works, Your Guide to EU Institutions*. Directorate-General for Communication.
- Andre Spir (2006). “Globalization and the Reform of European Social Models,” *JCMS*, Vol. 44, No. 2: 369-90.
- Anheier, Helmut. 2004. “The Third Sector in Europe: Five Theses” in *Strategic Mix for Nonprofit Organizations: Vehicles for Social and Labour Market Integrations*. Zimmer, Annette, and Christina Stecker (eds.) (New York: Kluwer/Plenum Publishers .
- Chaves Avila, Rafael and Jose Luis Monzon Campos. 2007. Chapters 6, 9, and 10 in *The Social Economy in the European Union*. CIRIEC Report.

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject.

## **TOUR AND ARCOSANTI EVENT SATURDAY FEBRUARY 26<sup>TH</sup>**

### ***Feb 28: The development of the Italian Cooperative Movement***

Introduction to the history and diversity of the Italian Cooperative Movement and its relevance for community development, welfare and social innovation.

**Lecturer: Enrico Giovannetti**

#### **READINGS**

- Zamagni, Stefano and Vera Zamagni. 2010. Chapter 5, “The cooperative movement in Italy” in *Cooperative Enterprise*. (Northampton, MA: Edward Elgar Publishing).
- Logue, John. 200X. “Economics, Cooperation, and Employee Ownership: The Emilia Romagna model- in more detail”
- Halary, Isabelle (2006): ‘Co-operatives in Globalization: The Advantages of Networking’, in Panu Kalmi and Mark Klinedinst (eds.): *Participation in the Age of Globalization and Information (Advances in the Economic Analysis of Participatory and Labor-Managed Firms*, vol. 9).
- Gonzales, Vanna. 2010. “The Italian Cooperative Movement and the Development of Civic Capacity among Social Cooperatives in Northern Italy: A Case of Cooperative Renewal?” In *Affinities: A Journal of Radical Theory, Culture and Action*. Vol. 4, No. 1, Summer: 225-251.

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

## **WEEK 7/8: The US Social Economy**

### ***Mar 2: Historical Antecedents: Uncovering the “hidden” history of cooperative social organization in the United States***

Provides a brief historical survey of U.S. experiments in cooperation and social enterprise. Readings shed light on connection to Utopian socialism and US labor movement and raise a variety of questions related to US exceptionalism, factors motivating creation and demise and/or transformation of collectivist social organization in U.S., and diverse forms of social innovation.

**Guest Lecturer: MaryMargaret Fonow** on Participation of Women, immigrants, and minorities in worker movements in the U.S.

#### **READINGS**

- Leikin, Steven. 1999. “The Citizen Producer: The Rise and Fall of Working Class Cooperatives in the United States,” in *Consumers against Capitalism?* Ellen Furlough and Carl Strikwerda (eds). (New York: Rowman and Littlefield).
- Jones, Derek C and Donald Schneider. 1984. “Self-Help Production Cooperatives: Government-Administered Cooperatives During the Depression” in *Worker Cooperatives in America*. Jackall, Robert and Henry Levin. (Berkeley: University of California Press)
- Moberg, David. 1979. Experimenting with the Future: Alternative Institutions and American Socialism” in *Co-ops, Communes and Collectives. Experiments in Social Change in the 1960s and 1970s*. eds. John Case and Rosemary C. R. Taylor. New York: Pantheon Books.

- Suzanne Franzway and Mary Margaret Fonow (forthcoming Spring 2011). Chapters 5 and 6 in *Making Feminists Politics: Transnational Alliances between Women and Labor*, Champaign/Urbana: University of Illinois Press.

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

***Mar 7: Contemporary Realities in the U.S.: Case Studies***

Survey of different forms of social enterprises (i.e. consumer cooperatives, employee owned firms, and collectives) in diverse sectors (food and urban farming, community economic development, retail, arts and culture).

**Lecturer: Vanna Gonzales**

**READINGS**

- Rusch, Kristin. 2001. "Introduction" and "Our Food," in *The Emerging New Society: the Best in American Innovation*.
- E.G. Nadeau and David J. Thompson . 200X. *Cooperation Works!: How People Are Using Cooperative Action to Rebuild Communities and Revitalize the Economy*. Chapters 3, "Consumer Co-ops" and Chapter 4, "Enterprising businesses owned by their employees".
- Williamson, Thad, David Imbroscio, Gar Alperovitz (eds.) 2002. Chapter 8, "Supporting Employee Ownership in America" In *Making a Place for Community. Local Democracy in a Global Era*. Routledge.
- Alperovitz, G, Williams, Thad, and Ted Howard. 2010. "The Cleveland Model," in *The Nation*. Feb. 11.
- Gilmore, Lee and Mark Van Proyen (eds.) 2005. "Introduction," and "Welcome to the Black Rock Cafe," in *AfterBurn. Reflections on Burning Man*. (Albuquerque: University of New Mexico Press).

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

**2<sup>nd</sup> thought piece due Friday, March 11th**

**Unit D: Governance Issues: Management and Identity**

Exploring opportunities and constraints in actualizing social innovation. Key Issues in developing social innovation within social enterprises.

**Week 8**

***March 9: Political and Legal Context***

Legal options related to incorporations, rights and responsibilities, conflicts of interest; Relevance of politics and policy for organizational structure, identity and capacity for innovation

**Guest Lecturer: Ted DeBarbieri**, will discuss incorporation law and cooperative development (video conference from NYC)

**READINGS**

- Galera, Giulia and Carlo Borzaga, 2009. “Social Enterprise: An international overview of its conceptual evolution and legal implementation” in *Social Enterprise Journal*, Vol. 5, No. 3: 210-228.
- Pereira Morais, Leandro. 2010. Chapter 3, “Policy framework for developing the SSE” in *Social and Solidarity Economy: Building a Common Understanding*. Eds. Benedicte Fonteneau, Nancy Neamtan, Fredrick Wanyama, Leandro Pereira Morais, Mathieu de Poorter. International Training Centre of the International Labour Organization. Turin: Italy.
- Doeringer, Matthew F. 2010. “Fostering Social enterprise: A Historical and International Analysis,” in *Duke Journal of Comparative and International Law*. Vol. 20: 29.
- Mulgan, Geoff. 2006. “Cultivating the Other Invisible Hand of Social Entrepreneurship: Comparative Advantage, Public Policy, and Future Research Priorities” in *Social Entrepreneurship New Models of Sustainable Social Change*. (Oxford: Oxford University Press).
- Stewart, Mark. 2009. The Ohio Cooperative Law: Is a cooperative Finally Ready for the Choice of Entity List?

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

**NOTE:** Ted De Barbieri video lecture on Cooperative Incorporation Law in the US on SEAZ website: <http://socialeconomyaz.org/>

## **WEEK 9 (Mar. 14- 20): SPRING BREAK**

## **WEEK 10**

### ***Mar 21: Developing and Managing Resources: Competition and Capitalization***

The profit motive, solidarity and efficacy in social enterprise

**Guest Lecturer: Laurie Mook** will discuss measuring value and social accounting

### **READINGS**

- Alter, Sutia Kim. 2006. “Social Enterprise Models and Their Mission and Money Relationships” in *Social Entrepreneurship New Models of Sustainable Social Change*. (Oxford: Oxford University Press).
- Mendell, M and Evoy, L. 1997. “Democratizing Capital: Alternative Investment Strategies,” in *Community Economic Development: In Search for Empowerment*. Black Rose Books.
- Smith, Steven Rathgeb Smith. 2006. “Government Financing of Nonprofit Activity,” in *Nonprofits and Government*. 2<sup>nd</sup> edition. Elizabeth Boris and Eugene Steuerle, eds. Washington, D.C.: The Urban Institute.
- Brown, Jim. 2005. Chapters 7 and 8. *Co-operative Capital. A new approach to investment in co-operatives and other forms of social enterprise*. (Manchester: Co-operative Action). [see following page for additional reading]
- Mook, Laurie and Jennifer Sumner. 2009. “Social Accounting for Sustainability in the Social Economy,” in *Living Economics*. Ed. J.J. McMurtry. Toronto: Emond Montgomery Publications

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

***March 23: Internal Governance: conflicting imperatives related to the organizational and ideational aspects of social enterprise***

Emphasis on democratic decision-making, participatory management, solidaristic social relations among stakeholders.

**Lecturer: Vanna Gonzales**

#### READINGS

- Kimberly Zeuli and Robert Cropp. Chapters 6 and 8 in *Cooperatives: Principles and Practices for the 21<sup>st</sup> Century* (Madison, University of Wisconsin, 2004)
- Turnbull, Shann. 1997. "Stakeholder Co-operation," in *Journal of Co-operative Studies*. Vol. 29, no. 13: 8-15.
- Heflebower, Richard. Chapter 14, "Entrepreneurial and Organizational Problems" in *Cooperatives and Mutuals in the Market System*. University of Wisconsin Press.
- Gamson, Zelda and Henry Levin. 1984. "Obstacles to the Survival of Democratic Workplaces" in *Worker Cooperatives in America*. Jackall, Robert and Henry Levin. (Berkeley: University of California Press)
- Chen, Katherine. "Incendiary Incentives". in *AfterBurn. Reflections on Burning Man*. (Albuquerque: University of New Mexico Press).

\*\*\*See blackboard site for supplemental readings if you wish to read further on this subject

**2<sup>nd</sup> thought piece due Friday, March 28th**

#### END OF REGULAR IN-CLASS SESSIONS

#### WEEK 11: Transition to Social Enterprises

##### *March 28: Social Innovation and Project Management*

Following up on our meeting at ArcoSanti on Saturday, February 26<sup>th</sup> we will discuss transitioning to the embedded component of the course, ethnographic field notes, and innovation projects.

##### *March 30: Initial meetings with community partners*

Student teams meet with community partners.

**WEEKS 12-15 (April 4-May 6): Embedded component. Students work in their SEAZ project teams with community partners. Further information will be provided in class.**

**Innovative project Proposal due date: April 8th**

**Innovative project due date: May 6th**