

I. Introduction

Samford University's [core values](#) include commitments to service, personal growth, and civic engagement. The [Social Entrepreneurship \(SE\) program](#) in the Brock School of Business supports these commitments by offering an integrated experiential curriculum, impactful research, and high-quality opportunities for community engagement. The scope of the program is extensive, so I have provided hyperlinks to supporting program materials for reference where appropriate.

II. Social Entrepreneurship Program goals include

- Develop entrepreneurs with the ethical foundation and technical skills necessary to create positive social change.
- Create new knowledge and best practices in social entrepreneurship through research.
- Strengthen traditional and nonprofit business leaders in their capacity to create social value for stakeholders.

III. Social Entrepreneurship Program Elements

Established in 2007, the social entrepreneurship program relies on a constellation of integrated program elements, each designed to contribute to the school's mission in specific ways. These elements include:

- **Innovative domestic and global oriented curriculum:** Business majors complete a twelve-hour [Social Entrepreneurship concentration](#). This curriculum includes a social enterprise/nonprofit financial management course and a capstone SE course where students construct a social enterprise. To date more than [70 student SE projects](#) have been created, either as consultation for existing nonprofits or as new ventures. Students may specialize in either global or domestic tracks. The global track includes [international travel courses](#) in Peru, [Rwanda](#), or South Africa. The domestic track emphasizes social issues central to US urban development. Non-business students complete an interdisciplinary [Social Entrepreneurship minor](#) that combines core business topics with

social enterprise specific coursework. Courses utilize both full-time and practitioner adjunct faculty.

- **Practical connections to entrepreneurs and funders:** In its marquis annual event, the SE program hosts an international conference called [The Lion's Den](#). Along with training for social enterprise leaders, the program headlines an international business pitch competition focused on a "quadruple bottom-line" (financial, social, environmental & spiritual returns). The Shark-Tank style event hosts an international array of competitors and venture capitalists, ranging from hydroelectric power to retail food service. [SE students](#) provide logistical support and private equity research in conjunction with accredited investors prior to the annual event. Social Enterprise students are eligible for space in our [Samford Startup](#) incubator. Current student Haley Batson used the space for her social enterprise, [Sunshine & Color](#), to launch and compete in the 2022 [SOCON Entrepreneurship Challenge](#). The SE maintains a partnership with [Praxis](#), a Christian based business accelerator based in New York and Los Angeles. SE students are eligible for competitive scholarships toward travel to [Praxis Academy](#). This week-long annual event provides advanced students with training and networking opportunities with investors and experienced entrepreneurs who are dedicated to a vision of [redemptive entrepreneurship](#). Annual fundraising provides competitive [SE Student Fellowships](#) are available to help finance international travel or internships related to Social Entrepreneurship.
- **A focus on character development of our entrepreneurs.** This formation takes place during dedicated course in managerial values as well as specialized reading/discussion groups called "cadres" which are focused ethical and moral dilemmas related to social enterprise.
- **We support a variety of external facing programs designed to support and strengthen the nonprofit sector in Alabama.** Most prominently, the [Alabama Association of Nonprofits \(AAN\)](#) is housed on Samford campus, where the SE program maintains a permanent board seat. AAN is the premier professional association for training and accreditation of nonprofits in Alabama. AAN provides a wide variety of internships and [research opportunities](#) for our students related to the nonprofit sector. In conjunction with AAN, the SE program hosts a nonprofit manager/board development

program called NELI (Nonprofit Executive Leadership Institute) which annually trains 50-60 nonprofit executives and board members for more effective impact. SE students and faculty actively participate in program development, content delivery, and networking opportunities with professionals in the Alabama nonprofit sector.

- The Social Entrepreneurship program is dedicated to **the production and dissemination of quality social enterprise/nonprofit research**. Previous research in high-quality outlets has emphasized competition among nonprofits as well as advancement of business ethics. A sample list of social enterprise and ethics related publications can be found [here](#).
- **The SE program solicits private funding** to sponsor 2-3 social entrepreneurship fellowships annually, which compensates students for social enterprise related internships commensurate with paid internships from the for-profit sector.

IV. Social Entrepreneurship Program Impacts

The SE program at the Brock School of business has measured its impact along multiple dimensions. A sample of these impacts include:

1. Student Groups have created over [70 socially oriented business projects](#) in conjunction local and national social enterprises. Some of these plans are pro-bono consulting projects for local nonprofits looking for opportunities to generate fee-for-service income. Other projects are new ventures designed to impact our communities. Our program alumni continue to operate thriving social enterprises to this day ([The Women's Bakery](#), [Amplio](#), [Karisimbi](#), and [Urban Avenues](#)).
2. Our SE affiliated faculty have produced more than [40 scholarly publications](#) related to Nonprofit/Social Enterprise or ethical formation of business managers. This work has contributed to the efforts of funders, practitioners, and academics in the areas of social enterprise, nonprofit management, and ethical pedagogy.
3. Twenty-eight [social entrepreneurship fellowships](#) have been fully funded since 2009. These \$1,500 fellowships are allocated to high-quality students who wish to do

internships in nonprofits or socially oriented businesses. These students continue to provide valuable services in accounting, social media marketing, and event planning for area nonprofits while developing their skills in this field.

4. Since its inception in 2014 [The Lion's Den](#) business pitch competition at Samford University has hosted over 40 international mission-oriented businesses making pitches for equity capital. The event annually promotes investments of over one million dollars in these companies. To date, more than four thousand spectators and students have attended this event, promoting the concept of [business as mission](#).
5. Our program alumni have gone on to positions of leadership in [national](#) and [international](#) nonprofits or launched [socially oriented businesses](#) around the globe.

V. Applicability and transferability to other institutions

Many of the BOSB Social entrepreneurship programs are specifically tailored to the mission and values of Samford University. However, its broad elements (curriculum, research, social outreach, ethical formation, and funding) could be reproduced in ways that are consistent with any AACSB school's mission and values. This report (along with links provides sufficient information to mimic these elements.