Bemidji State University

MASC 3650: Media Production for Social Entrepreneurship

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   Are you passionate about solving social and environmental problems? We'll study social entrepreneurship -- a rapidly growing field that uses standard business methods to address problems. You'll work collaboratively to create a business model, pitch and video to promote your business.

B. COURSE EFFECTIVE DATES: 08/22/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Social issues
   2. Social entrepreneurship
   3. Common business models
   4. Wordpress Website creation
   5. Video Project Production

D. LEARNING OUTCOMES (General)

   1. Identify, research and describe the social issues the student cares the most about.
   2. Define social entrepreneurship and common business models and describe specific examples of successful ventures.
   3. Analyze and evaluate successful social entrepreneurship ventures.
   4. Plan and implement an assignment that makes the world a better place for people you do not know.
   5. Create a viable social entrepreneurship business model to address a social issue.
   6. Create short digital projects to record the make a difference project and promote the business model.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted