

Social Entrepreneurship as Urban Agriculture

Syllabus

Course Name: Social Entrepreneurship as Urban Agriculture

Semester: Spring 2013

Course Description:	This course provides students the opportunity to learn the interdisciplinary competencies of leadership, professionalism and systems thinking through in-class experiential activities that connect with Urban Agriculture Entrepreneurship opportunities in the local community. Multiple experiential exercises will lead to 1) identification of applicable personal skills and knowledge, 2) creative individual expression with confidence, 3) completing professional presentations more effectively and 4) understanding systems thinking and new paradigm tools to enhance Aquaponics and Urban Agriculture deployment. The course reviews current innovative research topics to develop applied problem solving opportunities in the local community.
Urban Agriculture:	Is the practice of cultivating, processing, and distributing food in or around a local community, town, or city. Urban agriculture is more than growing plants and raising of animals within and around cities. It integrates into the urban economic and ecological system by interacting with the urban ecosystem with urban residents as workers and recycling urban resources (like organic waste as compost and storm water for irrigation).
Primary Course Goals:	This course will use in-class experiential exercises to better connect students for exploring independent entrepreneurship opportunities. Student will engage with their course peers and with professionals within the local Tampa Bay Community to help focus their personal passions on real-world Urban Agriculture problems. This includes developing the critical skills necessary to (1) identify opportunities (2) accelerate needs for commercialization and (3) connect to a specific audience to create a successful new business.
Instructor Information:	<p style="text-align: center;">Instructor</p> <p>Eric R. Weaver, BSE, BSCE, MBA, MSM http://eweaver.myweb.usf.edu/</p> <p>Email: eweaver@health.usf.edu (Preferred method of contact)</p> <p>I will respond to all emails within 24-72 hours. If you do not receive any response during that time frame, I did not receive your message and you must send your message again.</p>

Social Entrepreneurship as Urban Agriculture

Required Materials:	There is no required textbook. All readings and assignments will be links for PDF down-loads. It is the students' responsibility to complete all required course readings and viewings before each class.
Recommended Materials:	PDF downloads will be posted, see class project schedule page 4.
Course Format:	The course is set-up as three projects for completing individual assignments described under the section titled "Assignments" (page 3). Each activity is completed through increasingly complex assignments. The course will include an in-class experiential work, an in-class writing work, and a take-home writing and reading work as described under the section titled "Assessment Details" (see page 3). These quick and simple assignments will incrementally step through the completion of concept papers and PowerPoint presentations to inspire individual entrepreneurship opportunities.

Course Learning Objectives

1. Comprehending the practice of the interdisciplinary competencies of leadership, professionalism and systems thinking through experiential exercises including creative interaction methods of: World Café and Art of Hosting discussion groups.
2. Understanding and experiencing how to work in small groups to effectively increase self-confidence, communication abilities and professional interaction acumen through improved listening and peer respect skills demonstrated in class and through creative experiential opportunities.
3. Recognizing and analyzing problems and choose and defend resolutions for practical situations for developing an Urban Agriculture business. Be able to identify audience and target market to reach the full profit potential of your product. Critically analyze and question value claims in this specialized discipline to adapt and innovate solutions for the identified problems.
4. Conceptualizing the complex issue of marketing Urban Agriculture taking the 4 Ps of Product, Place, Price & Promotion into the next paradigm of the Sustainable P's of People, Planet and Profits for coherent written statements and oral presentation of business communications supported through collaborative behaviors with classroom group tasks.
5. Incorporating current information into clear PowerPoint presentation. This will support increased community understanding and knowledge of the identified target issue with Urban Agriculture issues identified to inspire future entrepreneur commitments.

Social Entrepreneurship as Urban Agriculture

Assignments

Four separate projects will be completed: Class begins with experiential exercises. Short, simple, in-class writing assignments will supplement these experiences. Teams will complete evaluations and develop PowerPoint presentations allowing projects to get more complex, building on the previous experiences to support increased learning.

1. Resume Project: Students will complete a skills resume, evaluate them, and elect a mock leader for PowerPoint presentation to in-class peers only. This will result in understanding team cooperation, mission and action for completion of mock Urban Agriculture business.

2. Topic ID: Students will complete a summary audience analysis for a target product, evaluate it, and elect preferred issues by completing a quick presentations. This will result in understanding research, presentation audience needs and professional presentation decorum.

3. Topic Development: Teams will select Topic focus, complete the 4-Ps of marketing to support the detailed audience analysis, evaluate them and present to peers. This will result in understanding critical issues, presentation science details and specific audience needs for selling the products.

Assessment Details

1. IN-CLASS Experiences: Students must attend promptly and participate with peers in experiential exercises. Be prepared to show up, pay attention and share your truth as required.

2. IN-CLASS Writing Assignment: Students will complete short simple written supplements coinciding with class exercises. Students will be provided printed for all activities.

3. Presentations: Student teams will evaluate and select presentation topics for appropriate dissemination to peers. This will include peer evaluations, audience analysis and summary of the 4 Ps of marketing in a quick presentation (10-12 minutes).

4. Overall Class Participation, Innovation & Cooperation: Each session will receive an overall evaluation, to support redevelopment and improved presentations. Students need to recognize responsibilities to their fellow students by actively participating in all the group learning experiences.