



Social Entrepreneurship Summer Institute University of Illinois at Urbana-Champaign

Developing Citizen Leaders through Social Entrepreneurship

What is SESI?

The Social Entrepreneurship Summer Institute is a multi-faceted civic engagement initiative hosted by the College of Business.

University of Illinois faculty, as well as local, state, national, and international guest speakers facilitate workshops and present lectures to enable University of Illinois student fellows and local community partners to learn about concepts related to business and social entrepreneurship.

After the three-weekend institute concludes, student fellows collaborate with community partners during service-learning internships to address community needs in innovative and sustainable ways by applying social entrepreneurship concepts.

SESI Workshop and Lecture Topics

- Strategic Planning
- Community Mapping
- Brand Identity for Nonprofits
- Social Entrepreneurship and Accounting
- Mission-based Business Plans
- Fundraising for Nonprofits
- Guerilla Marketing
- Business Dashboards
- Social Entrepreneurship and the Law
- Earned-income Ventures for Nonprofits
- Social Entrepreneurship Strategies and Innovation
- Identifying Needs and Envisioning Social Enterprises
- International Perspectives on Social Entrepreneurship (United Kingdom, India, and Mexico)

Service-Learning Internship

Academic service-learning is a powerful teaching method that can enhance student learning, personal development, and a sense of civic responsibility (Astin & Sax, 1998; Astin et al., 2000; Giles & Eyer, 1999); and this teaching method has gained popularity in the field of business as a way to integrate the ethical and societal dimensions of business practices into the curriculum while reinforcing academic learning (Steiner & Watson, 2006).

After SESI's pilot program in 2007, a companion course was developed, BUS 199: *Social Entrepreneurship & the Citizen Leader*, to provide more structure, support, and reflection opportunities for student fellows to purposefully connect what they learned from SESI to their internship experiences in the local community. The course enables student teams to learn from and share ideas with each other throughout the summer and provides an important measure of accountability for the program.

BUS 199 Course Topics

Developing citizen leaders through social entrepreneurship involves teaching students how to apply business skills with the sensibility of a community psychologist.

- Defining and Reframing Social Problems
- Principles of Social Ecology and Social Change
- Models of Leadership and Effective Teamwork
- Principles and Values of Community Psychology
- Resource Acquisition and Mobilization
- Social Capital, Citizen Participation, and Empowerment
- Capacity-building and Organizational Change
- Innovation and Social Value
- Opportunity Recognition, Risk, and Accountability
- Scalability and Sustainability of Social Impact



"...Social entrepreneurship is not about starting a business or becoming more commercial. It is about finding new and better ways to create social value." (Dees, Emerson, & Economy, 2002)

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Mental Health Center of Champaign County
Peace Meal Senior Nutrition Program
United Way of Champaign County
Urban League of Champaign County