

### Co-Chairs

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## Introduction

The purpose of SocEnt is to foster entrepreneurial skills and social thinking in students and emphasizes leadership in those fields. It is structured to focus on theory, applicability, and creativity. Through the ideation process, we work to further nurture those ideas into workable ventures, and equip students with the tools they will need to make their ideas reality. As with all of LEAD, we will be in peer-facilitated classes; SocEnt splits classes into small groups for developing social ventures.

## Module Topics

**Module 1: Introduction to Social Entrepreneurship & Design Thinking**

**Module 2: Target Audience, Pain Point, and Lean Startup**

**Module 3: Networking Fair**

**Module 4: Brainstorming**

**Module 5: Market Research and Validation**

**Module 6: MID Presentation**

**Module 7: Market Competition and Minimum Viable Product Development**

**Module 8: Business Structure and Scaling**

**Module 9: Financial Strategies**

**Module 10: Marketing**

**Module 11: SLX Prep**

**Module 12: SLX Prep**

**Module 13: Evaluations**

## Student Expectations

### *General Expectations*

Students are expected to be aware, engaged, and willing participants during all LEAD modules. The following behaviors are expected:

- **Punctuality.** Do not be late to class. Modules start promptly at 8:30 P.M.
- **Participation.** Do not be silent. You have valuable thoughts. Share them.
- **Collaboration.** Do not sit still. Discuss with your neighbors and debate your solutions.
- **Attention.** Do not use laptops when not asked. Do not use phones when not asked. Pay attention.
- **Respect.** Encourage others. Be a supporter. Help others reach their goals. Do not push anyone down.
- **Passion.** This is your time to create a change. Embrace it.

### *Assignment Expectations*

Late and incomplete assignments will be monitored and dealt with on a case-to-case basis between the facilitators and student. If late or incomplete assignments become a recurring issue, the problem will be escalated to the LEAD Coordinators. If the issue persists, the matter will be escalated to the LEAD Advisor and may be grounds for course failure.

### *Attendance Expectations*

It is a student's responsibility to arrive on time to all LEAD modules and events. Lateness and absences will be recorded in a point-based system, where points contribute to a student's failure to complete LEAD. The attendance policy differs slightly from that of IMSA's Student Handbook.

- If a student is tardy after 5 minutes, they will be marked with an unexcused tardy and given 1 attendance points.
- If they are more than 15 minutes late, they will be marked with an unexcused absence and given 3 attendance points.
- A student will fail to complete LEAD if they accumulate 12 attendance points.

When a student accumulates 9 points, a conference will be scheduled between them, the LEAD Program, and the LEAD Coordinators.

Absences and tardies can be excused only by Andrea Stuibler (astuibler@imsa.edu), the LEAD Program Coordinator. Please inform your facilitators and Andrea Stuibler in a timely manner before the module if you will need an excused absence or excused tardy.

Examples of excusable absences or tardies include: sports competitions, illness, death in the family, religious holidays, school-sponsored activities, medical appointments and family emergencies.

Examples of inexcusable absences include: attendance restricted study hours, clubs, co-curriculars, sports practices and Residential Life programming.