



Course Description

ENT2511 | Evaluating Social Impact | 3.00 credits

This course introduces students to measure and evaluate the effectiveness of strategies implemented to resolve social issues. Students will utilize different techniques to determine the success of the social change strategies selected and how the results obtained made organizations or groups more efficient in resolving the social issues.

Course Competencies

Competency 1: The student will analyze social issues that affect society by:

1. Describing the importance of the social issues
2. Explaining the goals and objectives in resolving the social issues
3. Creating innovative methods to resolve the social issues

Competency 2: The student will develop social change strategies to resolve the identified social issues by:

1. Identifying specific strategies
2. Developing a blueprint for social change
3. Collaborating in a team setting to implement the social change strategies identified

Competency 3: The student will explain the importance of social impact evaluation by:

1. Explaining theory of change and why it is an important component for both strategy and evaluation in a social venture
2. Describing how measuring social impact helps to ensure mission alignment

Competency 4: The student will analyze the critical components of a social impact evaluation by:

1. Explaining the importance of key performance indicators and how they are used in social impact evaluation
2. Describing unintended social consequences and the importance of identifying them

Competency 5: The student will develop a social impact evaluation plan by:

1. Describing various techniques or processes for measuring social impact
2. Utilizing case studies to design key metrics to measure the social impact of an organization or initiative
3. Identifying how to use the results of the impact evaluation to improve outcomes

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Create strategies that can be used to fulfill personal, civic, and social responsibilities