



# SOCIAL INNOVATION & SOCIAL ENTREPRENEURSHIP

## ABOUT THE DEGREE

TLU's nationally recognized Social Innovation and Social Entrepreneurship (SISE) program is designed for students who have a passion for business ventures that address social issues. Recognized as a model program by the Association of American Colleges and Universities, the SISE degree teaches students to have empathy for communities impacted by social problems by demonstrating how business and civic engagement work together to serve the larger population.

*SISE majors have the opportunity to travel to Central America as part of the spring course, Costa Rica: A Case Study of Nonprofits and NGOs. While the semester is spent reading about and researching civic engagement beyond the U.S., student and faculty travel to Costa Rica immediately after the class is completed. The country serves as a type of laboratory to study nonprofits and non-governmental organizations where students work alongside employees and citizens on projects like re-forestation, Geographical Information Systems-based projects, and trash mapping.*

## THE CURRICULUM

You can't solve problems you have never heard of or experienced. TLU's SISE program is based on the premise that students need a broad, world view of society's challenges and different perspectives on how to approach them. Urban vs. rural or conservative vs. progressive, we all approach issues based on our own personal experiences. The SISE program resides within TLU's Department of Business Administration and Economics while also providing an innovative, interdisciplinary curriculum to ensure students leave with more than a business approach to solving complex issues.

### CORE COURSES (33 HOURS)

- Intro To Social Entrepreneurship
- Empathy For Social Change
- Leadership In Social Entrepreneurship
- Leading Nonprofits & Social Ventures
- Junior Internship
- Senior Capstone
- Survey of Accounting
- Principles of Marketing
- Principles of Management
- Business Finance or Economics of Personal Finance
- Operations Management

### SUPPORTING COURSES (6 HOURS)

- Principles of Economics
- Contemporary Moral Problems

### AREAS OF SPECIALIZATION & RELATED CAREER PATHS

#### FAITH, CULTURE, & DIVERSITY (18 HOURS)

- Church operations
- Parachurch organizations (faith-based groups that work outside and across denominations to engage in social welfare and evangelism)
- Nonprofits whose mission is to serve minority populations or promote culturally-based initiatives
- Government advocacy for minority or disadvantaged populations

#### NONPROFIT LEADERSHIP (18 HOURS)

- Management positions at various nonprofits
- Grant-writing and fundraising

#### MENTAL HEALTH COMMUNITY INTERVENTIONS (21 HOURS)

- Mental health nonprofits, including organizations working children, teens, or the elderly
- Drug/abuse recovery programs
- Organizations serving homeless populations

#### ARTS FOR SOCIAL CHANGE (27 HOURS)

- Graphic design for nonprofits
- Documentary scriptwriting, directing, and production
- Nonprofit theatre management

\*The courses listed are to be completed in addition to TLU's general education requirements.

#### **Previous Internships Include:**

*Acts of Wisdom; Retired Seniors Volunteer Program (R.S.V.P.); The Headwaters at the Comal; Focusing Families; Banks and Banks, Attorneys-at-law; Testicular Cancer Foundation; Highland Capital Management*

#### **SISE Majors Are Currently Employed at Organizations Like:**

*Lutheran Volunteer Corp; Texas Nurse Practitioners; The City of San Antonio; English Teacher, J.A.Comenius Evangelical Gymnasium in Slovakia*

## OUR ALUMNI AT WORK



### MILEE RAY '15

Director of Field Operations & Special Events for San Antonio District 9 Councilman John Courage

“It’s so important to be able to identify with the individuals you’re helping. We have children who say, how can this person understand me? There has to be some kind of connection. A big part of my job is relaying information back to the councilman and trying to find out what works and what doesn’t. When we truly understand people, we can help them. That’s a big part of the social entrepreneurship program at TLU and I’m applying it to the real world.”

### JOSÉ FLORES '03

Founder of VOS®Flips

“When we started, we asked ourselves, ‘Is there a need for this product?’ We identified there was a target market interested in a sustainable item like our flip-flops. It all started because we saw a humanitarian issue that needed to be addressed, we identified a solution, and then figured out consumers could help us solve that problem. We may not be able to change the world, but we can definitely change the world around us. When you know better, you do better.”



## APPLYING TO TLU

You can use the Common Application - available August 1 - or Apply Texas Application - available July 1 - to apply to TLU.

Along with your application for admission, you will need to submit the following:

- **Personal essay.** You can use the essay prompts on the Common Application or Apply Texas or submit your own essay or graded writing sample. Please take the time to write an essay with at least 500 words.

- **Official transcript** sent directly from your high school with current class ranking and cumulative GPA

- **Official SAT/ACT test scores.** Transfer applicants are not required to submit scores if they have more than 15 transferable hours

- **Recommendation letters** are not required but are encouraged

**Application Deadlines**

Early Action – Apply by Nov. 15  
Regular Decision – Apply by Feb. 1  
Late Decision – Apply after Feb. 1

**Questions or Want to Schedule a Visit?**

Contact the TLU Admissions office at [admissions@tlu.edu](mailto:admissions@tlu.edu) or 830-372-8050 or schedule your personalized visit at [tlu.edu/visit](http://tlu.edu/visit).