American University’s Social Enterprise Masters

Roadmap for building a curriculum around your passions; how to use the program as your personal incubator

Before classes start
Application for Graduate Study Admission: SE Supplement Essay
- Identify a societal problem you feel passionate about solving
- Take it apart to demonstrate your understanding of it; don’t solve it

Self Assessment
- Explore your motivations to tackle it
- Plan how you will use the SE Program to do it, including internships and building your professional network

Fall Year 1
Introduction to Social Enterprise/Professional Competences I
- Use the Plunge to learn what you don’t know
- Identify your preferred role options: entrepreneur, intrapreneur, infrapreneur
- Explore the ethical issues related to your problem

Spring Year 1
Social Innovation: Context and Best Practices/Professional Competences II
- Discover relevant tools from innovation and business
- Practice applying them to your problem to identify solutions

Summer
Internship, job, study abroad related to your problem, practicum-related field research

Ongoing
Concentration, economics, methods. and elective courses
- Choose Concentration courses to take a deep dive into your problem's context and acquire additional techniques from the public, private, and non-profit sectors to address it
- Understand its economic context and methods to evaluate the impact of your solutions

Fall Year 2
Leading Social Innovation/ Professional Competences III
- Shadow a social innovator working on your problem
- Craft your personal approach to leadership and effective use of power
- Develop a plan for a “resume-worthy” small win related to your problem

Spring Year 2
Capstone Practicum
- Achieve that small win