



Assignment Roadmap: The Home Stretch

BUSI-2500W Social Entrepreneurship — 6 weeks, 4 deliverables, one finish line. Here's everything you need to know to get there.

WHERE WE'RE GOING

Where You Should Be Right Now

Your social enterprise idea should be locked in — the same idea you used for Assignments 1 and 2 carries you all the way through. You're on one of two paths:

Option A: Case Study Portfolio

You're analyzing an **existing social enterprise**.

→ Your critical analysis (Assignment 3) becomes your core foundation.

Option B: Prototype Portfolio

You're developing **your own** social enterprise idea.

→ Your critical analysis examines a relevant existing SE — a competitor, inspiration, or cautionary tale.

📌 Not sure which path you're on? Come talk to me tonight — don't wait.

What's Coming — The Timeline

6 weeks. 4 deliverables. You've got this.

Date	Assignment	Submitted Via
Mar 10	Assignment 3: Critical Analysis of SE Case (1–2 pages, 6%)	Visible AI
Mar 17	Assignment 4: Impact Theory of Change (1 page, 6%); In-class editing session.	Visible AI
Mar 20	Draft Portfolio Letter → Email to Peer Partner (CC instructor)	Email
Mar 31	Final Pitch Presentations (20%)	In class
Apr 6	Final Portfolio (6–7 pages, 25%)	Email / Moodle

 Peer partner assignments will be announced on March 17.

How Everything Connects

Your assignments **build directly into your final portfolio** — think of them as drafts of portfolio sections, not isolated tasks.

1

Assignment 3 → Portfolio Appendix

"Lessons Learned from an Existing SE." Core analysis for Case Study students; comparative context for Prototype students.

2

Assignment 4 → Key Portfolio Section

Maps the causal logic from your SE's activities to long-term impact. This becomes a central argument in your portfolio.

3

Assignment 5 → Revision Fuel

You give feedback on a classmate's draft — and receive feedback to strengthen your own portfolio before final submission.

📌 The portfolio is NOT just stapling assignments together. You revise, integrate, and elevate.

Peer Review Process — How It Works

March 17 — In Class

Peer pairs announced. Matched by portfolio type (Case Study ↔ Case Study, Prototype ↔ Prototype). Read your partner's ToC draft and provide feedback in class.

April 6 — Final Portfolio

Submit your revised, polished portfolio — strengthened by the feedback you received.

March 21–23

Write your feedback letter — constructive, specific, professional. Email your draft to your partner. CC: jmagnus-johnston@cmu.ca.

Subject: "BUSI-2500W Draft Portfolio — [Your Name]"

What Makes a Good Peer Analysis?

You're graded on the quality of **your** feedback — make it count for your partner.

✓ Strong Feedback

- Identifies specific strengths (not just "this is good")
- Points out gaps, unclear logic, or unsupported claims
- Offers concrete, actionable suggestions
- Engages with framing, persuasion, and critical analysis
- Professional and constructive in tone

× Weak Feedback

- Vague praise ("I liked it")
- Only surface comments (typos, formatting)
- Harsh, dismissive, or unconstructive
- No actionable suggestions for improvement

📄 Your partner is counting on you to help them do better. Take this seriously.

Questions? Here's What to Sort Out Now

Your Path

Am I on the Case Study or Prototype track?

Your SE

Which existing social enterprise am I analyzing for Assignment 3?

The Connections

Do I understand how Assignments 3, 4, and 5 feed into my final portfolio?

Come find me during the break or after class. The sooner you have clarity, the stronger your final portfolio will be.