ABM_S5STR353_MFT_2023
SOCIAL ENTREPRENEURSHIP

Number of ECTS credits : 3
Course language : English
Course leader : HACHE Thibault
Speakers : GULARI Nil

☰ COURSE DESCRIPTION

This course explores the concept of social entrepreneurship and its role in creating sustainable and impactful ventures that address critical social issues. Students will examine various models, challenges, and opportunities associated with social entrepreneurship, and develop a deep understanding of the intersection between profit and social impact.

☰ COURSE OBJECTIVES

Through case studies and real-world examples, students will gain practical insights into the strategies, tools, and approaches employed by successful social entrepreneurs. The course will culminate in a social entrepreneurship project focusing on the recent earthquake in Turkey, providing students with an opportunity to apply their knowledge and collaborate with NGOs.

☰ TACKLED CONCEPTS

Session 1 & 2 (4 hours) Introduction to Social Entrepreneurship and case studies

- Course introduction and kick-off
- Defining social entrepreneurship and its significance
- Defining the key concepts
- Understanding the base of the pyramid concept
- Examining the role of social justice in social entrepreneurship
- Introduction of the teams.

case study

- Analyzing successful/Failed social entrepreneurship case studies from developed and developing nations
- What works well what does not work well.
- Understanding the mindset and qualities of successful social entrepreneurs
- Learning from inspiring social entrepreneurs and their innovative approaches
- Extracting lessons and best practices for own social entrepreneurship projects
- Developing entrepreneurial skills for social impact

Session 3 & 4 (4 hours): Social Entrepreneurship Project Implementation

- Overview of the recent earthquake in Turkey and its social impact
- Introduction to partnering NGOs working on earthquake relief efforts
- Meeting up with NGO representatives in Turkey - Presentations online
- Defining the scope and objectives of the social entrepreneurship project:
- Collaborating with partnering NGOs from Turkey
- Conducting research and needs assessment related to earthquake relief efforts
- Framing the problem and developing innovative solutions and business plans for addressing the identified needs

Session 5 & 6 (4 hours): Business Models for Social Entrepreneurship

- How to address the solution.
- Differentiating between solutions that generate real impact and those that provide a temporary feel-good effect
- Exploring different business models (for-profit, non-profit, hybrid)
- Identifying and attracting talent for social ventures
- Identify value exchanges and operational needs.

Session 7 & 8 (4 hours) : Financing Social Ventures

- Introduction to microfinancing and its role in social entrepreneurship
- Exploring patient capital and impact investing
- Identifying alternative financing solutions for social enterprises
- In terms of activity, teams will develop a financial plan for the project.

Session 9 (2 hours) : Impact Measurement and Evaluation

- Introduction to B Corporations and their impact
- Identifying key challenges faced by social entrepreneurs
- Defining impact metrics and indicators for social ventures
- Techniques for measuring and evaluating social impact
- Case studies of successful impact measurement practices
- Examining the sustainability and long-term viability of social enterprises
- Balancing financial sustainability with social impact
- The students also analyse the impact of their solutions in teams

Session 10 & 11(3 hours): Team Coaching

Session 12 (3hours) Final Pitch

- Presenting social entrepreneurship project findings, solutions, and impact assessment to NGOs Mix of online sessions.
- Reflecting on the challenges, learnings, and future opportunities in social entrepreneurship
- Wrap-up and conclusion of the course

☰ LEARNING METHODS

☰ EXPECTED WORK AND EVALUATION

Individual:

- MCQ at the end, 25%
- Peer assessment, 25%

Collective:

- project presentation, 25%
- final report. 25%

☰ BIBLIOGRAPHY

☰ EVALUATION METHODS