



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MBAN-783DE	Social Entrepreneurship	7.5
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	School of Business	Fall, Spring, Summer
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Management & MIS	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr. Evi Dekoulou	1 <sup>st</sup> or 2 <sup>nd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Distance Learning	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship
- Explain the role and evaluate the significance of social entrepreneurship in creating innovative responses to critical social needs (e.g., hunger, poverty, inner city education, global warming)
- Engage in a collaborative learning process to develop a better understanding of the domain of social entrepreneurship
- Critique design thinking as a driver of social innovation
- Relate creativity and innovation with business growth and sustainability in the context of social entrepreneurship

### Learning Outcomes:

After completion of the course students are expected to be able to:

- 1) Explain and critique best practices for successful social entrepreneurship
- 2) Summarize the key characteristics of successful social entrepreneurs
- 3) Analyze the operating environment and evaluate opportunities for social entrepreneurship
- 4) Describe the design thinking process (empathize, define, ideate, prototype, test) in relation to social entrepreneurship and apply this method to create social value
- 5) Define and reconstruct social problems, and apply the design thinking process to generate effective solutions

- 6) Relate design thinking with social innovation
- 7) Generate a business plan for a social enterprise
- 8) Evaluate the critical role of financial sustainability in social entrepreneurship collaboration strategies using the various protection tools to secure innovations (*patens, trade secrets, trademarks, and copyrights*)).

**Course Content:**

- The Concepts of Social Innovation, Social Entrepreneurship & Social Entrepreneur
- Scanning the Environment & Identifying Social Entrepreneurship Opportunities
- Co-Creating with the Community
- Process & Principles of Design Thinking
- Market Strategy for Social Entreprises
- Operational Design & Set up
- Social Business Modeling
- Types & Sources of Financing
- The Concept of Social Intrapreneurship and its Dimensions

**Learning Activities and Teaching Methods:**

Faculty Online Lectures, Directed and Background Reading, Academic Paper Discussion, Case Study Analysis, Simulation, Individual Project

**Assessment Methods:**

Individual Project, Final Exam

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Introduction to Social Entrepreneurship	Chahine, T.	CRC Press	2016	978-1498717045

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Social Entrepreneurship: An Evidence-Based Approach to Creating Social Value	Guo, C. & Bielefeld, W.	Jossey-Bass	2014	978-1118356487
<b>Academic Journals</b>				
<ul style="list-style-type: none"> <li>✓ Journal of Social Entrepreneurship</li> <li>✓ International Journal of Social Entrepreneurship and Innovation</li> <li>✓ Journal of Global Business and Social Entrepreneurship</li> <li>✓ Journal for International Business and Entrepreneurship Development</li> <li>✓ International Journal of Entrepreneurship and Innovation</li> <li>✓ International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility</li> </ul>				