



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

Code: 80518**Name of the subject:** Social Entrepreneurship**GENERAL CHARACTERISTICS**

Number of credits ECTS:	3.5
Language/s	Catalan Spanish English
Type	Normal
Professor/s	

DESCRIPTION**BRIEF DESCRIPTION AND JUSTIFICATION**

Social Entrepreneurship is an emerging and rapidly changing field dedicated to the founding and growing of mission--driven for--profit and nonprofit ventures – that is, organizations that strive to advance social change through innovative solutions. Social Entrepreneurship is more than a set of tools and techniques for starting and growing a social venture. It is a mindset, a way of looking at the world in an opportunity focused and creative way. *It is about passion – and doing what you love!* It is about always balancing: economic value, social innovation and financial sustainability, while making a difference in the communities that we serve. There are different definitions of social entrepreneurship, but most include major elements these three areas:

- Social entrepreneurship involves the creativity, imagination and innovation often associated with entrepreneurship.
- Social enterprises address persistent social problems found amongst the marginalized or poor.
- Social entrepreneurship also includes enterprises that address large societal issues facing all populations, such as alternate energy, pollution, education, nutrition, and disease.

In this class we will focus on the ideas, processes, steps, and strategies required for creating new social ventures. Through lectures, case studies, and classroom dialogue, you will learn to think strategically and to act opportunistically with balanced social and financial perspectives.

COMPETENCIES

As a consequence of the assimilation of the subject's learning contents, the student will be able to:

- Analyze the relationships within a global economy, the economic factors that affect those relationships and their implications for a company(CE1).

- Understand the different sources of funding for the creation of new ventures in a global economy(CE3).
- Identify, analyze and propose strategies to overcome entry barriers faced by companies in a global context (CE6).
- Understand the principles of leadership, and apply them in a global context (CE8).
- Develop an ethical behavior during the practice of professional activities (CT1).
- Develop an entrepreneurial spirit (CT3).
- Apply the new learnings in professional situations (CT6).

PREREQUISITES

- Requirements legally established to access postgraduate programs.
- English proficiency (TOEFL 7.0 or equivalent).

CONTENTS

1. What is Social Entrepreneurship?
2. Perspectives on Social Problems: Critical Social Theory & Intersections Analyses
3. Perspectives on Entrepreneurship: Innovation & Creative Thinking
4. Sustainability: the Foundation of SE
5. Opportunity:
 - NGOs & NPs
 - Corporate Social Responsibility.
 - For Profits with Social Missions & the Integrated Bottom Lined.
 - Microfinance
6. Process:
 - Mission, Structure, and Management
 - Social Return on Investment (SROI) & Measuring Social Impact/Social Impact Analysisc.
 - Financial Sustainability for Social Ventures (philanthropy, venture philanthropy, impact investing, foundations & grants
 - Increasing organizational reach through networks
7. Measuring social Impact: Indicators, process and formulas
8. Scaling the social enterprise

METHODOLOGY

TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	1,00	CE1, CE3, CE6, CE8, CT1, CT3, CT6
Practical sessions (exercises, case resolution)	1,00	CE1, CE3, CE6, CE8, CT1, CT3, CT6
Assignments by Students	0,50	CE1, CE3, CE6, CE8, CT1, CT3, CT6
Seminars or tutorials	0,50	CE1, CE3, CE6, CE8, CT1, CT3, CT6
Personal study activities	0,50	CE1, CE3, CE6, CE8, CT1, CT3, CT6

Assessment sessions	-	
Internship in Company	-	
TOTAL	3,50	

EXPLANATION OF TEACHING METHODOLOGY

The methodology applied to this course is based on:

- Lectures by the instructor
- Weekly class participation
- Class quizzes.
- Final paper project.

EVALUATION

METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	-	
Partial exams	20%	CE1, CE3, CE6, CE8, CT1, CT3, CT6
Following up activities	-	
Homework and presentations	-	
Experimental work or fieldwork	-	
Projects	50%	CE1, CE3, CE6, CE8, CT1, CT3, CT6
Evaluation of the company or institution	-	
Participation	30%	CE1, CE3, CE6, CE8, CT1, CT3, CT6

LEARNING OUTCOMES

- Building an understanding of “what it takes” to run a social enterprise. This includes the dualities around running a financially sustainable business that is also mission driven.
- Learning how organizations differ in their delivery of socially motivated products or services, and how they measure the social impact of their organization.
- Developing a deeper understanding of the primary tasks of senior managers within social enterprises, and the decisions they must face in balancing their funders, employees, customers, and stakeholders.

EVALUATION

1. Weekly class participation
2. Quizzes
3. Final paper project
4. Assistance is compulsory, and students may miss a maximum of two (2) sessions

EVALUATION OF COMPETENCIES

Develop an ethical behavior during the practice of professional activities: the competence is evaluated through the weekly class participation.

Develop an entrepreneurial spirit: the competence is evaluated through the final paper project.

Apply the new learnings in professional situations: the competence is assessed through the class quizzes.

BIBLIOGRAPHY

Bibliography

- Kickul, J., & Lyons, T. (2012). *Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World*. Routledge.
- Bornstein, David (2007). *How to Change the World; Social Entrepreneurs and the Power of New Ideas*, Oxford University Press.

DOCUMENT RECORD

PREVIOUS CHANGES

LAST REVISION

September the 1st 2017. Dr. Carlos Malet on behalf of Dr. Gleb Nikitenko