

## Syllabus

### Course description

<b>Course title</b>	Social Entrepreneurship
<b>Course code</b>	27191
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Master Entrepreneurship and Innovation
<b>Semester and academic year</b>	1st semester 2018-19
<b>Year</b>	Optional course
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	0
<b>Attendance</b>	Highly suggested, but not required
<b>Prerequisites</b>	not foreseen
<b>Course page</b>	<a href="https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/">https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/</a>

<b>Specific educational objectives</b>	<p>The course refers to the educational activities chosen by the student and belongs to the scientific area of Business Administration.</p> <p>The objective of this course is to gain knowledge on the specific issues, challenges, objectives of social entrepreneurship, and the major business models available to create social change.</p> <p>The module has a very practical orientation and aims to give students the tools to address a social problem of their choice and apply basic principles of design thinking to social ventures.</p>
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<b>Lecturer</b>	Valeria Cavotta, Office E5.10b, e-mail: Valeria.Cavotta@unibz.it, tel. +39.0471.013522; web-page: <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/39400-valeria-cavotta">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/39400-valeria-cavotta</a>
<b>Scientific sector of the lecturer</b>	SSD SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	please refer to the lecturer's web page
<b>Lecturing assistant</b>	Not foreseen

<b>Teaching assistant</b>	Not foreseen
<b>Office hours</b>	18
<b>List of topics covered</b>	<p><b><i>PART I Introduction to Social Entrepreneurship</i></b>  Definitions in Social Entrepreneurship  Business Models for Social Ventures</p> <p><b><i>PART II Creating Social Change and Theories of Change</i></b>  Identifying Issues and Designing Solutions  Major Managerial Challenges  Theories of Change</p> <p><b><i>PART III Co-creating with the Community</i></b>  Understanding Communities  The Social Entrepreneur as a Connector  Catalyzing Change</p> <p><b><i>PART IV Measuring and Scaling Social Impact</i></b>  Metrics, Indicators and Outcomes  Scaling Social Ventures</p> <p><b><i>PART V Design Thinking for Social Change</i></b>  Principles of Design Thinking and Application to Social Ventures</p>
<b>Teaching format</b>	Frontal lectures with intense interaction. Students should read in advance cases and other materials in order to participate to the class discussions.
<b>Learning outcomes</b>	Differentiate between social entrepreneurial organizations and others organizations providing social services Understand key issues regarding the management of a social entrepreneurial organization Evaluate the impact of a range of social entrepreneurial initiatives
<b>Assessment</b>	Written exam  The assessment mode is the same for both attending and non-attending students.
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	Relevant for open-ended questions: clarity of answers, mastery of language (also with respect to teaching language), ability to summarize, evaluate, and establish relationships between topics
<b>Required readings</b>	Suggested textbooks: Bornstein, D. and Davis, S., <i>Social Entrepreneurship:</i>

	<i>What Everyone Needs to Know</i> (Oxford, Oxford University Press, 2010) Chahine, T. <i>Introduction to Social Entrepreneurship</i> . CRC Press
<b>Supplementary readings</b>	Other documents (e.g., case studies, academic articles, book chapters) will be uploaded on the lecturer's website page.