

Syllabus

Course description

Course title	Social Entrepreneurship
Course code	27191
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	2nd semester 2020
Year	Optional course
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	0
Total exercise hours	0
Attendance	Highly suggested
Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/

Specific educational objectives	<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 objectives and challenges of social entrepreneurship, as well as the major business models available to create social impact and 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.</p>
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Lecturer	Valeria Cavotta, Office 306 in Via Museo 54, e-mail: Valeria.Cavotta@unibz.it, tel. +39.0471.013522; web-page: https://www.unibz.it/en/faculties/economics-management/academic-staff/person/39400-valeria-cavotta
Scientific sector of the lecturer	SSD SECS-P/08
Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen

<p>Office hours</p> <p>List of topics covered</p>	<p>18</p> <p><i>PART I Theoretical part of the module</i></p> <p>Introduction to Social Entrepreneurship</p> <ul style="list-style-type: none"> - Introduction to Social Entrepreneurship - Opportunities recognition and intentions in Social Entrepreneurship - Theories of Change - The work of Social Entrepreneurs within Communities - Major Managerial Challenges - Business Models in Social Entrepreneurship - Scaling in Social Entrepreneurship <p><i>PART II Tools for creating a Social Enterprise</i></p> <ul style="list-style-type: none"> - Impact Business Model Canvas - Theory of Change
<p>Teaching format</p>	<p>Frontal lectures with intense interaction</p>
<p>Learning outcomes</p>	<p>Understand key features and concepts in social entrepreneurship</p> <p>Understand key managerial challenges in social entrepreneurship</p> <p>Know how to use the canvases to advance a social entrepreneurial initiative</p>
<p>Assessment</p>	<p>Team project for attending students</p> <p>Written exam for non-attending students</p>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>Team Project: originality of the solution applied to the social problem in question and goodness of the canvases</p> <p>Exam: clarity of answers, mastery of major theoretical concepts, ability to establish relationships between topics</p>
<p>Required readings</p>	<p>Academic articles and book chapters are uploaded on unibz reserve collection</p> <p>For non-attending students, the mandatory textbook to read is: "Social Entrepreneurship: Managing the Creation of Social Value" by Beugré, Constant available online on Reserve Collection</p>
<p>Supplementary readings</p>	<p>Additional documents will be uploaded on unibz Reserve Collection</p>