

Syllabus

Course description

Course title	Social Entrepreneurship
Course code	27241
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	1st semester, ay 2020-21
Year	2 nd study year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	0
Total exercise hours	0
Attendance	Highly recommended
Prerequisites	None
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/?academicYear=2020

Specific educational objectives	<p>The course refers to the typical educational activities and belongs to the scientific area of Entrepreneurship.</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.</p> <p>The module has a very practical orientation, whereby a substantial part of the in-class work is based on case study discussion, and aims to give students the tools and the understandings to launch a venture that relies on market means to address social problems. For not-attending students the practical orientation remains as inherent in the choice of the textbook.</p>
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Lecturer	Valeria Cavotta, Office E203, 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
Office hours	18
List of topics covered	<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 - Marketing and Funding Social Enterprises - Managing Hybridity - Business Models in Social Entrepreneurship - Social Impact - 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
Teaching format	Frontal lectures with intense interaction
Learning outcomes	<p>Understand key features and concepts of social entrepreneurship</p> <p>Learn how to launch a social enterprise</p> <p>Understand key managerial challenges of running a social enterprise</p>
Assessment	<p>Team project and oral exam for attending students</p> <p>Oral exam for non-attending students</p>
Assessment language	English
Evaluation criteria and criteria for awarding marks	<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>
Required readings	<p>Academic articles and book chapters are uploaded on unibz reserve collection</p> <p>For non-attending students, the mandatory textbook to study is: "Introduction to Social Entrepreneurship" by Chanine, Constant available online on Reserve Collection</p>
Supplementary readings	Additional documents will be uploaded on unibz Reserve Collection