# Syllabus

## Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Social Entrepreneurship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course code</td>
<td>27241</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>SECS-P/08</td>
</tr>
<tr>
<td>Degree</td>
<td>Master Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Semester and academic year</td>
<td>1st semester, ay 2021-22</td>
</tr>
<tr>
<td>Year</td>
<td>2nd study year</td>
</tr>
<tr>
<td>Credits</td>
<td>6</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
<tr>
<td>Total lecturing hours</td>
<td>36</td>
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<tr>
<td>Total lab hours</td>
<td>0</td>
</tr>
<tr>
<td>Total exercise hours</td>
<td>0</td>
</tr>
<tr>
<td>Attendance</td>
<td>Highly recommended</td>
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</tbody>
</table>

**Prerequisites**

None

**Course page**

https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/?academicYear=2021

**Specific educational objectives**

The course refers to the typical educational activities and belongs to the scientific area of Entrepreneurship.

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.

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.

**Lecturer**

Valeria Cavotta, Office E203, e-mail: Valeria.Cavotta@unibz.it, tel. +39.0471.013522; webpage: 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

**PART I Theoretical part of the module**

**Introduction to Social Entrepreneurship**
- 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

**PART II Tools for creating a Social Enterprise**
- Impact Business Model Canvas

### Teaching format
Frontal lectures with intense interaction

### Learning outcomes
Understand key features and concepts of social entrepreneurship
Learn how to launch a social enterprise
Understand key managerial challenges of running a social enterprise

### Assessment
Team project and oral exam for attending students
Oral exam for non-attending students

### Assessment language
English

### Evaluation criteria and criteria for awarding marks
Team Project: originality and quality of the solution applied to the social problem chosen along the various elements of the canvas.
Exam: clarity of answers, mastery of major theoretical concepts, ability to establish relationships between topics

### Required readings
Academic articles and book chapters are uploaded on unibz reserve collection

For non-attending students, the mandatory material is:
- "Introduction to Social Entrepreneurship" by Chanine, Constant available online on Reserve Collection
- Additional chapters/articles uploaded on the Reserve Collection

### Supplementary readings
Additional documents will be uploaded on unibz Reserve Collection