

Course Outline & Study Guide

Faculty	Economics and Business		
Department	Business and Public Administration		
Course Title	Social Entrepreneurship		
Course Type	Core		
Instructor's Name	Dr. Daina Nicolaou		
ECTS	8		
Course Code	DED	Semester	Term 2
Prerequisites	none	Required	
Level of Studies	Master		
Language of Instruction και Examination	English		
Teaching Methodology	Distance <input checked="" type="checkbox"/>	Hybrid <input type="checkbox"/>	
Evaluation	Social Problems Inventory 10% (individual) Ideation/Brainstorming 10% (individual) Rapid Prototyping/Wireframe 5% (individual) Business Model 20% (individual or group) Video Ad 10% (peer assessment) (individual or group) Business Plan 25% (individual or group) Pitching 10% (peer and tutor assessment) (individual or group) Participation 10% (individual)		
This study guide has been developed by the instructor of the course and it has been approved by the program coordinator	Name of instructor: Dr. Daina Nicolaou Name of Program Coordinator: Prof Panayiotis Zaphiris		

<p><i>Brief Course Summary & Course Purpose</i></p>	<p>The course provides the theoretical and practical framework for the study and analysis of social entrepreneurship and innovation. Topics covered include business plans, business modeling, funding sources, intellectual property protection, innovation process and management.</p> <p>Entrepreneurship refers to the process of identification, assessment and development of opportunities, regardless of the resources that we have available to us.</p> <p>The aim of the course is to explain the process of innovation and entrepreneurship in an understandable and simple way. Additionally, the course provides guidance to students to identify a business opportunity, to set up and grow a business, and to have a successful exit.</p> <p>The lectures are based on academic theory, but the emphasis is focused on the practical application of this theory. The series of lectures is designed to familiarize students with theories and practices about entrepreneurship and the management of new businesses.</p> <p>Specifically, the course provides the theoretical basis regarding the principles of social innovation, entrepreneurship and the practical application of this knowledge so that students develop the ability to create and manage a social enterprise effectively and efficiently. The main practical aim of the course is to develop a business plan.</p>
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<p><i>Course Content (list of subjects to be delivered per week)</i></p>	<ol style="list-style-type: none"> 1. [week 1-2] Social Entrepreneurship Principles 2. [week 3-4] Identifying Social Problems and Ideation 3. [week 5-6] Design Thinking Methodology 4. [week 7-8] Business Modelling 5. [week 9-10] Business Plan 6. [week 11-12] Financials, Funding, Management Strategy 7. [week 13-14] Pitching 		
<p><i>Learning Outcomes (please develop the learning outcomes of the course considering the EQF guide as indicated in the next column)</i></p>	<p>Upon successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. understand the theoretical foundations of social entrepreneurship and appreciate its importance to the economy. 2. explain the business process 3. analyse the competition and perform a feasibility assessment 4. describe how various business models function 5. distinguish among the different sources of funding 6. realise how different growth strategies can help start-ups to scale-up 7. develop and present a business plan 		
<p><i>Keywords</i></p>			
<p>Social Entrepreneurship, Innovation, Ideation, Design Thinking, Business Model, Business Plan, Funding, Growth</p>			
<p><i>Teaching Schedule: Asynchronous teaching & learning, organized in seven 2-week sessions</i></p>			
<p><i>Number of Lectures (Sessions)</i></p>	<p>Total: 7</p>	<p>Face to Face:</p>	<p>Distance: 7</p>
<p><i>Evaluation Schedule:</i></p> <ol style="list-style-type: none"> 1. Week 1-2: Social Problems Inventory 10% (individual) 2. Week 3-4: Ideation/Brainstorming 10% (individual) 3. Week 5-6: Rapid Prototyping/Wireframe 5% (individual) 4. Week 7-8: Business Model 20% (individual or group) 5. Week 9-10: Video 10% (peer assessment) (individual or group) 6. Week 11-12: Business Plan 25% (individual or group) 7. Week 13-14: Pitching 10% (peer and tutor assessment) (individual or group) 			
<p><i>Teaching and Learning Tools</i></p>			
<p>Google Education Platform</p>			
<p><i>Contact Information (office Hours, method of contact etc)</i></p>			
<p>dnicolaou@dsi.edu, synchronous communication can be arranged upon request</p>			

Study Guide	
Session 1 (W 1-2)	Subject: Social Entrepreneurship Principles
Learning Outcomes	<p>Upon completion of the session, students will be able to:</p> <ul style="list-style-type: none"> - Recognize the origins of social innovation and its antecedents. - Define what social innovation is and what is its difference from other types of innovation. - Identify the different sources of social innovation. - Differentiate between social innovation and innovations or initiatives that have social elements or attention to social problems.
Content	<p>Social innovation positions itself in the last decades within the agendas and programs of actors from different sectors of society (public, private, social, educational, among others). This positioning obeys to the capacity that this type of innovations must solve social, economic, environmental and institutional problems through a transformation of society. This ability to generate social changes in a sustainable manner adds to the need of society to address the issues facing humanity at the global level and that has its most clear consequences in developing countries. It also adds to the inability of States to respond to problems that traditionally were their responsibility.</p> <p>The concept of social innovation emerges as part of the search to find new ways of coordinating and mobilizing global and local problems, reflected in the Sustainable Development Goals of the United Nations Organization. As a result of this rapid positioning and the effort on the part of many organizations, companies, and institutions to generate this type of innovation, there is no agreed definition of the concept, however, all approaches mentioned the interest of creating social change by addressing a specific need or specific problem.</p> <p>Based on this context, this chapter presents an analysis of the concept of social innovation, the different aspects that integrate it and some of its main elements.</p> <p>The chapter is structured as follows. The first section presents the background of social innovation, beginning with an analysis of innovation and how the integration of social elements into its understanding. The second section defines what social innovation is and what are their main features and characteristics. The third section shows the differences that social innovation has about other types of innovation. The fourth section exposes some of the sources of social innovation, as well as the expected results as part of its implementation. The fifth section presents a series of conclusions as a reflection on social innovation. (from the book)</p>
Activity	Create a problem inventory list consisting of ten items
Bibliography	<p>Mandatory: Chapter 1</p> <p>Portales, L. (2019). Social Innovation: Origins, Definitions, and Main Elements. In: Social Innovation and Social Entrepreneurship. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-13456-3_1</p>
Hours of Study	<p>Studying: 12 hours</p> <p>Activity: 3 hours</p>
Keywords:	Social entrepreneurship, social innovation

Study Guide	
Session 2 (W 3-4)	Subject: Identifying Social Problems and Innovation - Ideation
Learning Outcomes	<p>Upon completion of the session, students will be able to:</p> <ul style="list-style-type: none"> - Define the central elements of social innovation. - Recognize and exemplify each of the different types of social innovation. - Identify the relationship between different sectors of society in the creation and strengthening of social innovations. - Design a social innovation taking as a starting point the implementation process that follows. - Analyze cases of social innovation and classify them according to their type and stages of the process in which they are
Content	<p>Social innovation seeks the transformation of society through the implementation of innovative actions (solutions) that satisfy needs more efficiently, while create and generate capabilities and relations within society, allowing it to act and filled its future needs. For social innovation, the result is as important as the process followed to achieve social change, for this reason, it is essential to know and recognize it from its creation.</p> <p>Social innovations can come from many sectors of society and any actor, opening the door to the participation of social entrepreneurs, both from the private sector and the third sector, intrapreneurs from the private and public sector, and groups of citizens who, through collective actions, generate processes of social change. This situation complicates the implementation of this type of innovation since they require a greater articulation between them and better communication and dialogue processes during their deployment. The inclusion of actors from different sectors gives social innovation multiple forms and faces, resulting in several types of social innovations.</p> <p>It also favors that any social change action could be considered as social innovation, regardless of the process followed during its implementation and focusing only on the results that it can achieve. Under this context, this chapter aims to recognize the core elements of social innovation, as well as some of its main characteristics during its execution process. It also takes into consideration what are the relations between sectors during a social innovation and the means of creating this type of innovations.</p> <p>The chapter is structured as follows. The first section exposes the core elements and characteristics of social innovations. The second section presents the types of social innovation that could exist, based on the typology of Schumpeter and the Young Foundation, and some examples for each of them. The third section presents the relationship between sectors and the conditions to carry out dialogue processes among multisectoral actors. The fourth section shows the procedure followed in the construction of social innovations. The fifth section presents the conclusions and reflections of the chapter.</p>
Activity	Brainstorm and write down ten innovative ideas for products/services that solve social problems
Bibliography	<p>Mandatory: Chapter 2</p> <p>Portales, L. (2019). Social Innovation: Origins, Definitions, and Main Elements. In: Social Innovation and Social Entrepreneurship. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-13456-3_1</p>

	<p>Other Resources:</p> <p>UN Sustainable Development Goals https://sustainabledevelopment.un.org/</p> <p>The Post-2015 Business Engagement Architecture https://www.globalreporting.org/information/policy/Pages/Business-Engagement-Architecture.aspx</p> <p>UN Sustainable Development Goals https://www.youtube.com/watch?v=0XTBYMfZyrM</p> <p>How social enterprises can help us meet the SDGs https://www.youtube.com/watch?v=gj1ABEjkuVM</p> <p>Ways to Unleash the Power of the SDGs for Social Innovators https://www.youtube.com/watch?v=1uZzfCFIN0o</p> <p>The SDGs and Business https://www.youtube.com/watch?v=ivm191V50KE</p>
Hours of Study	<p>Studying: 12 hours</p> <p>Activity: 3 Hours</p>
Keywords:	Social Innovation, Ideation
Study Guide	
Session 3 (W 5-6)	Subject: Design Thinking Methodology and Rapid Prototyping
Learning Outcomes	<p>Upon completion of the session, students will be able to:</p> <ul style="list-style-type: none"> - Define design thinking. - Demonstrate design thinking as a human-centered process focusing on customers and their needs. - Describe the role of empathy in the design thinking process - Illustrate the key parts of the design thinking process. - Demonstrate how to observe and convert observation data to insights. - Demonstrate how to interview potential customers in order to better understand their needs. - Identify and describe other approaches to design thinking.
Content	In the third session you will be introduced to Stanford’s Design Thinking Process Methodology that will assist you in producing a wireframe or prototype for one of your innovative ideas that solves a social problem.
Activity	Create a wireframe/prototype for your idea
Bibliography	<p>Mandatory:</p> <p>Plattner, Hasso (2023) An Introduction to Design Thinking Process Guide, Stanford and https://www.sagepub.com/sites/default/files/neck_sample_chapter_6_1.pdf and Chapter on Design Thinking Methods</p>
Hours of Study	<p>Studying: 12 hours</p> <p>Activity: 3 hours</p>
Keywords:	Design Thinking, Empathy, Prototyping, Wireframe, Feedback

Study Guide	
Session 4 (W 7-8)	Subject: Business Modelling
Learning Outcomes	<p>Upon completion of the session, students will be able to:</p> <ul style="list-style-type: none"> - Define what the core elements of any business model are. - Establish the differences between the elements of a traditional business model and a social one. - Define traditional business model and social business. - Develop a social business model based on the proposed Social Business Canvas enterprise
Content	<p>The raison d'être of any social enterprise is the attention of some social problem through the implementation of an initiative that seeks to address it. It differs from other types of social innovations in the fact that the attention of the social problem is through a business model, resulting in the generation of a double value or a dual mission by the organization. This nature makes the definition and implementation of their operating models more complex since it must include the way in which they will generate an impact on society and the strategy of sustainability or simultaneous wealth generation, which makes it necessary to talk about models of social businesses.</p> <p>As in the definition of social enterprises, social business models are diverse and contemplate several aspects, among which are the problems to be addressed, the context in which they wish to be carried out, and the profile of the social entrepreneur. These aspects define not only the wealth generation scheme, but also the relationship that exists between the generation of social and economic value, and the scheme that the entrepreneur and the company will use to achieve the desired impact.</p> <p>Regardless of the type of social enterprise, all of them comply with at least two characteristics. The first is that they offer a good or service that must satisfy a market need, which traditionally competes with other similar products that may or may not come from social enterprises. Second, regardless of the good or service, the model must contemplate the generation of enough wealth to maintain the operation of the organization and deliver the social value proposition to the beneficiary, community, or group. This chapter presents different types of social business models, as well as their main characteristics and the aspects considered in its conceptualization. It will also show a typology of the different social business models that exist, as well to map or design the social business model from a graphic perspective.</p> <p>The chapter is structured in five sections. The first section briefly explains what a business model is and what its main characteristics are. The second section exposes what a social business model is and what are the elements that differentiate it from a traditional business. The third section presents the different social business models that exist and the way in which they deliver economic and social value. The fourth section exposes a graphic form to visualize a social business model. The fifth section presents a series of conclusions about social business models, their particularities, and challenges in their implementation.</p>

Activity	Create a business model using Osterwalder's Canvas for your social innovation idea
Bibliography	<p>Mandatory: Chapter 7 Portales, L. (2019). Social Innovation: Origins, Definitions, and Main Elements. In: Social Innovation and Social Entrepreneurship. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-13456-3_1</p> <p>The Nine Building Blocks of the Business Model Canvas https://www.strategyzer.com/business-model-canvas/building-blocks</p>
Hours of Study	Studying: 10 hours Self-evaluation: 5 hours
Keywords:	Business Model, BMC, value proposition, revenue streams, customer segments
Study Guide	
Session 5 (W 9-10)	Subject: Business Plan
Learning Outcomes	By successfully completing this session, students will be able to: <ul style="list-style-type: none"> - Understand the importance of a business plan - Develop a Business Plan
Content	The fifth session introduces business plans. It explains the difference between a business model and a business plan and proceeds to explain the components of a good business plan.
Activity	Start Developing the Business Plan by Completing the Templates in the Booklet provided below
Bibliography	Developing Bankable Business Plans (pages 1-44) https://www.fao.org/3/cb4520en/cb4520en.pdf
Hours of Study	Studying: 5 hours Activity: 10 hours
Keywords:	Business Plan, SWOT, PESTLE, Competition, Marketing, Operations
Study Guide	
Session 6 (W 11-12)	Subject: Financials, Funding, Management Strategy
Learning Outcomes	Upon completion of the session, students will be able to: <ul style="list-style-type: none"> - Define impact investment and its differences with traditional investments. - Recognize the elements in the construction of an impact investment ecosystem.

	<ul style="list-style-type: none"> - Explain the different mechanisms that exist and that have been successful regarding impact investment. - Propose a Social Impact Bond to address a specific problem
Content	<p>Social innovation has the challenge of transforming society through the implementation of innovative solutions (products, services, processes, markets, etc.) to some of the most difficult problems facing the world. Social innovation seeks the participation of actors from different sectors of society that articulate efforts to increase the effect that the solutions have. The complexity of some of these solutions usually requires a high economic investment for their implementation. However, due to their capacity to transform and reach markets or populations that traditionally excluded, they also promote social and financial returns that may be attractive for some investors.</p> <p>One of the main characteristics of the investors is the interest for financial maximization of invested capital, managing and reducing risks. However, in recent years, a new global trend emerged that questions the mechanisms used to achieve this maximization and the effects it generates. The questioning is supported by the economic volatility, complex social and environmental problems, and the growing awareness of the direct impact that human beings have on the planet, which awakens in people concern for the future. The result of this controversy and awareness of the social and environmental issues facing society is the creation of efforts aimed at their attention by governments, philanthropists, civil society organizations, social entrepreneurs, among others. In spite of the goodwill and the increase in the number of these efforts, nowadays these actors do not have the necessary resources to solve these problems. For their part, the investors start to give more meaning to their money. Pioneers, activists, and entrepreneurs redefine the terms of profit and purpose, where financial investments offer a more significant impact and more effective than ever. In this way, impact investment appears as an option that responds to current challenges, guiding the power of public and private capitals toward the development of disruptive solutions that ensure better results concerning social and environmental impacts. The purpose of this chapter is to present what impact investing is, what are its differences between other types of investments, and what are the mechanisms or forms it adopted in different contexts.</p> <p>The chapter is structured as follows. The first section exposes what impact investing is, what is its origins and particularities that lead it to position itself as an element in social innovation. The second section presents the differences between the impact investment and other types of investments. The third section discloses the main factors for the construction of an ecosystem-oriented to impact investment. The fourth section presents some of the mechanisms used worldwide to position impact investment as an alternative to traditional investment. Finally, the chapter ends with a series of conclusions and reflections about impact investment and the role it can play in financing social innovations.</p>
Activity	Prepare your Business Plan
Bibliography	Developing Bankable Business Plans (pages 45-96) https://www.fao.org/3/cb4520en/cb4520en.pdf
Hours of Study	Studying: 5 hours Activity: 10 hours
Keywords:	Risk funding, Equity, Angel Investor, Venture Capital, Incubator, Accelerator

Study Guide	
Session 7 (W 13-14) EXAM PERIOD	Subject: Pitching
Learning Outcomes	Upon completion of the session, the students will be able to: <ul style="list-style-type: none"> - Prepare a pitch deck - Do an elevator pitch - Present their business plan as a pitch to investors
Content	The seventh session explains the importance of properly presenting in front of investors (pitching) a business plan in order to secure investment.
Activity	Submit and Present the Business Plan (Pitch)
Bibliography	Pitch Deck Video and Article Videos of Encounters with Investors
Hours of Study	Studying: 5 hours Activity: 10 hours
Keywords:	Pitching, Elevator Pitch, Pitch Deck, Presenting