MGT-506

Social entrepreneurship

Bacq Sophie Catherine

Cursus	Sem.	Type
Managmt, dur et tech	MA2	Obl.

Language of teaching	English
Credits	4
Withdrawal	Unauthorized
Session	Summer
Semester	Spring
Exam	During the semester
Workload	120h
Weeks	14
Hours	**2.3 weekly**
Courses	2.3 weekly
Number of positions	**40**

Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.

Remark

Courses given on IMD Campus.

Summary

The purpose of this interdisciplinary course is to equip students with tools to make sense of, and act in, an ever more complex and interdependent world.

Content

Social entrepreneurship is a growing and rapidly changing field that examines the practice of starting and scaling social mission-driven for-profit and nonprofit ventures, that is, organizations that strive to advance societal change through innovative solutions. Social entrepreneurship is more than a set of tools and techniques for starting and growing a social venture. It is a mindset, a way of looking at things that is opportunity focused and creative. It is about creating wealth in all its forms: economic value, social innovation, sustainability, resilience, and making a difference in the communities we serve.

While numerous different definitions of social entrepreneurship exist, there appears to be a consensus on two major elements:

1. social entrepreneurship involves the creativity, imagination and innovation often associated with entrepreneurship; and
2. the outcomes of social entrepreneurship are focused on addressing persistent social and environmental problems.

To quote one of the main leaders in the field, Bill Drayton, CEO, Chair, and Founder of Ashoka:
"The job of a social entrepreneur is to recognize when a part of society is not working and to solve the problem by changing the system, spreading solutions, and persuading entire societies to take new leaps. Social entrepreneurs are not content just to give a fish or to teach how to fish. They will not rest until they have revolutionized the fishing industry. Identifying and solving large-scale social problems requires social entrepreneurs because only entrepreneurs have the committed vision and inexhaustible determination to persist until they have transformed an entire system. The scholar comes to rest when he expresses an idea. The professional succeeds when she solves a client's problem. The manager calls it quits when he has enabled his organization to succeed. Social entrepreneurs can only come to rest when their vision has become the new pattern all across society."

Taking this into consideration, our class and our time together will be focused on the ideas, processes, steps, and strategies required for creating and scaling new social ventures. This course is designed to provide a socially relevant academic experience in order to help you gain in-depth insights into economic and social value creation across a number of sectors/areas including poverty alleviation, energy, health and sustainability. Through lectures, case studies, and

classroom dialogue, you will have the opportunity to learn to think strategically and to act opportunistically with a socially-conscious business mindset.

Topics will include problem/opportunity assessment, acquiring the necessary resources to grow a social venture, and the trade-offs between social and financial returns on investment. You will also gain exposure to various social organizational models that are making tangible and potentially scalable progress across the world. In sum, this course draws on a variety of disciplines, including management and finance, to develop frameworks and techniques that are needed to evaluate, design and successfully operate social ventures.

THE COURSE OBJECTIVES INCLUDE:

OBJECTIVE 1: To gain a working knowledge of the concepts, opportunities and challenges of social entrepreneurship.
OBJECTIVE 2: To be able to demonstrate the role of social entrepreneurship in creating innovative responses to critical social issues (e.g., hunger, poverty, inner city education, global warming, biodiversity loss).
OBJECTIVE 3: To engage in a collaborative learning process in order to develop a better understanding of the context and domain of social entrepreneurship.
OBJECTIVE 4: To prepare yourself personally and professionally for meaningful employment by reflecting on the issues of social entrepreneurship.

Keywords

Social change, design thinking, systems thinking, analytical skills, social entrepreneurship, social innovation, sustainable innovation, resiliience.

Learning Outcomes

By the end of the course, the student must be able to:

- Analyze business models that successfully blend purpose and profit.
- Assess / Evaluate the social impacts of companies, projects, and products.
- Demonstrate deep understanding of the interdependencies between the economic, social, environmental, technologies interdependencies of hybrid business models.

Transversal skills

- Demonstrate the capacity for critical thinking
- Make an oral presentation.
- Communicate effectively with professionals from other disciplines.
- Take account of the social and human dimensions of the engineering profession.
- Take responsibility for environmental impacts of her/ his actions and decisions.

Teaching methods

This class is discussion-driven for which attendance is required. I will alternate lectures on core concepts with critical thinking and debates based on your readings and preparation, case analyses, and videos. Students will also work in teams on hands-on, collaborative projects.

Assessment methods

Grading will be based on 3 components:
1). Individual quantitative assignment: 20%
2). Class participation: 20%
3). Group assignment (report and presentation): 60%

Resources

Bibliography

Documentation will be distributed during the semester.

Notes/Handbook

Documentation will be distributed during the semester.