

Social Impact Entrepreneurship

UGRA_015147

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	4
Teacher responsible	Alfred Ignasi Vernis Domènech - alfred.vernis@esade.edu

Course Goals

The main goal of this course is to introduce and explore how social entrepreneurship can help find, implement and scale solutions to the significant social challenges facing our society. And how impact investing can fund and support such solutions. The course aims to foster a positive attitude and affinity toward the possibility of becoming personally involved in a social enterprise or impact investing initiative in the future. We also explore how to generate social impact in any career path by applying the principles and practices acquired in the course.

Hence participants will acquire the basic knowledge necessary to build and lead high-performing initiatives which help generate economic and social values simultaneously and are economically viable in the long term.

The course also places a strong focus on methodologies and skills. We will practice creativity and innovation skills, analytical skills, negotiation skills, group work, presentations... and become acquainted with the main innovation and start-up methodologies of the time. We will also sharpen our critical thinking ability and strive to develop our own opinions about controversial issues and question our assumptions. Hence this course is exciting and suitable for students who want to explore entrepreneurship or simply an alternative view to business and economics.

The course strives to be eminently practical and applicable to a variety of contexts. For this reason, students will analyze cases referring to different types of social enterprises in other sectors and continents, addressing varied challenges in various ways, and displaying the main challenges faced by social entrepreneurs in different development phases.

Previous knowledge

Basic knowledge in marketing, human resources, finance, operations and strategy.

Teaching methodology

This course emphasizes both individual and teamwork equally, and evaluation will match the spirit of social entrepreneurship promoted in the class. Hence, collaboration is encouraged.

The course methodology is highly practical. The professor will give very brief lectures, and participants will need to do in-class exercises to try to understand and deepen their grasp of the different concepts presented in class. In some sessions, short quizzes will be held to check students' learning after each session.

Each student must join a group of 5 students to carry out several assignments. Group work is the basis of this course, both in class and outside class.

Description

Course contribution to program

The main goal of this course is to introduce and explore how social entrepreneurship can help find, implement, and scale solutions to the significant social challenges facing our society. And how impact investing can fund and support such solutions. The course aims to foster a positive attitude and affinity toward the possibility of becoming personally involved in a social enterprise or impact investing initiative in the future. We also explore how to generate social impact in any career path by applying the principles and practices acquired in the course.

Hence participants will acquire the basic knowledge necessary to build and lead high-performing initiatives which help generate economic and social values simultaneously and are economically viable in the long term.

The course also places a strong focus on methodologies and skills. We will practice creativity and innovation skills, analytical skills, negotiation skills, group work, presentations... and become acquainted with the main innovation and startup methodologies of the time. We will also sharpen our critical thinking ability and strive to develop our own opinions about controversial issues and question our assumptions. Hence this course is exciting and suitable for students who want to explore entrepreneurship or simply an alternative view to business and economics.

The course strives to be eminently practical and applicable to a variety of contexts. For this reason, students will analyze cases referring to different types of social enterprises in other sectors and continents, addressing varied challenges in various ways, and displaying the main challenges faced by social entrepreneurs in different development phases.

Short description

It is widely accepted that contemporary democratic societies are built around three sectors: public administrations, business companies, and nonprofit

organizations. Like a three-legged stool, these three sectors must work together to drive societies towards a state of equilibrium. However, specific organizations seem to blur the limits between these sectors: social enterprises. In an ever-changing, fast-paced environment, social enterprise organizations (for-profit and nonprofit) need the appropriate skills to face new challenges and continue to help improve the lives of people and communities. In other words, these organizations must be truly capable of leading the complex world of social intervention. The new demands placed upon social enterprises are the results of deep-rooted changes that are shaping contemporary societies.

Though social entrepreneurship has gained popularity and is now being taught in many universities, it is still a very young field intellectually. The theory is in very elementary stages of development, and empirical research has been severely limited. The concept is inherently appealing to many, but we do not have the kinds of intellectual frameworks that would help social entrepreneurs, funders, and policymakers make wise decisions about using it to the most significant benefit. This requires looking at the limits and weaknesses of popular approaches to social entrepreneurship with the same intensity as we trumpet their strengths.

The course is designed for a broad range of participants, including those who, during their professional careers, are considering a leadership position in a social enterprise; interested in understanding the specifics of managing social enterprises; interested in consulting to social enterprises; planning to serve as board members or volunteers; become funders of nonprofit organizations, or interested in leveraging business to help social transformation. "Social" is understood here in the broadest sense of benefitting society, including environmental improvements.

Bibliography

R.Gulati, Why Today's Startups Pursue Both Ideas and Ideals. Harvard Business Review, HBR (Article)
Elkington, J. and Hartigan, Pamela, Creating Successful Business Models. Lessons from Social Entrepreneurship, from, The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World., Boston, MA: Harvard Business Press, 2008 (Book Chapter)
Vernis, A. et al, Batec Mobility: Creating, Scaling, and Selling an Inclusive Business, NACRA (Case Study)

Activities

In-class discussions and debates

Group presentations

This class has a final project. For the Final Project, each group will have to deliver the

following: A report-presentation (only one document) based on the social enterprise that the group has chosen and has been working through several class exercises. The final report is the same class presentation (plus any additional information you would like to include in the annexes).

Project development and presentation

Each group will choose a social enterprise for the fourth class and prepare a short presentation . You can find inspiration in many of the webs you have in the file: "Additional resources and websites"

Case study analyses

Content

#	Topic
1	Introduction to social entrepreneurship and the course
2	Social Enterprise a Real Example
3	Recognizing Social Opportunities. Social Business Models and the Social Business Model Canvas
4	Theory of Change and Measuring Social Impact
5	Scaling Social Impact
6	Financial instruments for social enterprise
7	Impact Investment in practice
8	Social Intrapreneurship Some organizations, and especially some individuals, have identified social enterprise as both an opportunity and a source of inspiration to boost the positive social impact of their companies - along the creation of competitive advantages and a more attractive workplace. In this session we will analyze the phenomenon of social intrapreneurship. Who are social intrapreneurs and how do they compare to social entrepreneurs? Which tools do they need to be successful and which kind of environments do they thrive in?
9	Final Presentations

Assessment

Tool	Assessment tool	Category	Weight %
Teamwork with companies or other organizations		Retake and ordinary round	80.00%
Participation in program activities		Retake and ordinary round	10.00%
In-class analysis and discussion of issues		Retake and ordinary round	10.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 3 (Optative)
BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 4 (Optative)
BBA23 Year 3 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA25 Year 1 (Optative)
BBA25 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI21 Year 3 (Optative)
DBAI21 Year 4 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 4 (Optative)
DBAI23 Year 3 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 1 (Mandatory)
GBD20 Year 4 (Mandatory)
GBD20 Year 5 (Mandatory)

N90-BI Norwegian Business School (Summer School: Business)
N90 Year 1 (Optative)