



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-783	Social Entrepreneurship	7.5
Prerequisites	Department	Semester
None	School of Business	Fall, Spring, Summer
Type of Course	Field	Language of Instruction
Elective	Management & MIS	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Evi Dekoulou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Provide students with a working knowledge of the concepts, opportunities and challenges of social entrepreneurship
- Explain the role and evaluate the significance of social entrepreneurship in creating innovative responses to critical social needs (e.g., hunger, poverty, inner city education, global warming)
- Engage in a collaborative learning process to develop a better understanding of the domain of social entrepreneurship
- Critique design thinking as a driver of social innovation
- Relate creativity and innovation with business growth and sustainability in the context of social entrepreneurship

Learning Outcomes:

After completion of the course students are expected to be able to:

- 1) Explain and critique best practices for successful social entrepreneurship
- 2) Summarize the key characteristics of successful social entrepreneurs
- 3) Analyze the operating environment and evaluate opportunities for social entrepreneurship
- 4) Describe the design thinking process (empathize, define, ideate, prototype, test) in relation to social entrepreneurship and apply this method to create social value
- 5) Define and reconstruct social problems, and apply the design thinking process to generate effective solutions

- 6) Relate design thinking with social innovation
- 7) Generate a business plan for a social enterprise
- 8) Evaluate the critical role of financial sustainability in social entrepreneurship collaboration strategies using the various protection tools to secure innovations (*patents, trade secrets, trademarks, and copyrights*).

Course Content:

- The Concepts of Social Innovation, Social Entrepreneurship & Social Entrepreneur
- Scanning the Environment & Identifying Social Entrepreneurship Opportunities
- Co-Creating with the Community
- Process & Principles of Design Thinking
- Market Strategy for Social Enterprises
- Operational Design & Set up
- Social Business Modeling
- Types & Sources of Financing
- The Concept of Social Intrapreneurship and its Dimensions

Learning Activities and Teaching Methods:

Faculty Lectures and Guest-Lectures Seminars, Directed and Background Reading, Academic Paper Discussion, Case Study Analysis, Simulation, Group Project, Student-led Presentations

Assessment Methods:

Mid-Term Exam, Group Project, Final Exams

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Introduction to Social Entrepreneurship	Chahine, T.	CRC Press	2016	978-1498717045

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Social Entrepreneurship: An Evidence-Based Approach to Creating Social Value	Guo, C. & Bielefeld, W.	Jossey-Bass	2014	978-1118356487
Academic Journals				
<ul style="list-style-type: none"> ✓ Journal of Social Entrepreneurship ✓ International Journal of Social Entrepreneurship and Innovation ✓ Journal of Global Business and Social Entrepreneurship ✓ Journal for International Business and Entrepreneurship Development ✓ International Journal of Entrepreneurship and Innovation ✓ International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility 				