



LJUBLJANA SUMMER SCHOOL
Take the Best from East and West
8 - 26 July 2019

University of Ljubljana

**FACULTY OF
ECONOMICS**

PIONEERING SOCIAL CHANGE THROUGH BUSINESS

Bachelor course (ECTS: 6)

Lectured by:

Mosera Paula, Universidad de Montevideo, Uruguay

Aims of the course:

Social entrepreneurship is the realm where the world of social change meets the world of venture capital. Social entrepreneurship is about making a meaningful impact on the world by drawing on the principles of entrepreneurship and commercial innovation. Social entrepreneurship encourages people to see social and organizational problems in new ways and to find creative, enduring and financially sustainable solutions. This course introduces participants to the principles, theory and practice of social entrepreneurship and in turn provides them a platform for exploring their own creative solutions to pressing problems confronting us today. This course seeks to empower these budding, entrepreneurial reformers and help them become the next generation of leaders, whether in the private, public or citizen sectors.

Aim of the course:

Provide a learning space for students to be exposed to and learn about Social Entrepreneurship theory and practice, social business models, financial and social implications, and coaching aimed at helping entrepreneurs develop their own social enterprise idea.

Specific objectives:

- Assimilate and define what is a social enterprise, and the importance of these.
- Recognize the different problems at the global level.
- Acquire different methodologies.
- Work on a social enterprise, designing a solution and a business model; applying the knowledge acquired throughout the course.





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Course syllabus:

DATE	SESSION	CONTENT	PRACTICAL EXERCISE	DELIVERY
Tue, 9 July	Social Entrepreneurship	Presentation of the course. Presentation of this new model of socioeconomic development and of the organizations that drive social enterprises around the world. An exploration of the different types of social enterprises and what they do, as well as a practical look at how a more enterprising approach could benefit individuals, organizations and their communities. Analysis of social enterprise cases.	Case analysis	Expectations of the course
Wed, 10 July	Innovations	Introduction of the concept of innovation to attendees and highlight some types of innovation and approaches to it. The following questions will be answered: 1. What is innovation? 2. What is an insight? 3. What are the types of innovation? 4. What is Social innovation?	Debate about an innovation	-
Thu, 11 July	Problems inspire us	<i>Part 1: Problems and Sustainable Development Goals</i> All social entrepreneurship begins with a good definition of the problem. Entrepreneurs must be in love with the problem and not with the solution. In this session we will focus on that. In this session each participant selects the problem that hurts him most, that he wants to work and frames it in one Sustainable Development Goals.	We will work on the tool of the “tree of problems” so that participants can identify the causes of the problem selected.	The three of problems
		<i>Part 2: Creativity</i> To solve the problems identified, we have to be creative. So we will hold a creativity session to think outside the box.		
Fri, 12 July	Guest table	We will have conversations with social entrepreneurs	-	-





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Mon, 15 July	Design Thinking 1	<i>Session 1:</i> Empathize, understand the context. Steps: Understand, observe, and define.	We will work on the tool of the "empathy map", a tool that allows us to personalize, characterize and know our user, the people that we will solve the problem.	Empathy map
Tue, 16 July	Design Thinking 2	<i>Session 2:</i> Generate ideas, solve problems creatively and broaden the horizon through the methodology of design thinking. Devise, prototype, test.	We will work on the brainstorming tool and prototyping.	Solution
Wed, 17 July	B Canvas	Study and work in depth of "The B Canvas", methodology to design business models with purposes.	Practical exercise with the B CANVAS	B CANVAS
Thu, 18 July	Brand Essence – Pitch	We will work on the importance of communication, tell stories that connect with people, understand what it means to build a brand with purpose. And we will link this with the pitch presentation. What is and how a pitch is prepared, the most used tool these days to present an idea or project.	Participants will prepare their own pitch	Pitch
Mon, 22 July	Impact investment - impact measurement	Importance of measuring the results and impact generated by the projects, implementing evaluations and indicators. How do we measure the impact?	Theory of change: is a specific type of methodology for planning, participation. Theory of Change defines long-term goals and then maps backward to identify necessary preconditions. It helps to identify how to measure the impact.	Theory of change
Tue, 23 July	Financing options	Panorama of financing opportunities both nationally and international, investment opportunities.	Search a program or fund to present their project.	Name of the program
Thu, 25 July	Final Presentation	Presentation of the projects in a pitch format: 4 minutes of presentation, 4 minutes of questions. I will invite social entrepreneurs from the country so that besides being evaluative, they can give them feedback.	-	Oral presentation





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Bibliography:

- Social Entrepreneurship: The Case for Definition
 - Stanford Social Innovation Review
- Social entrepreneurship: What everyone needs to know
 - David Bornstein and Susan Davis
- A World of three Zeros
 - Muhammad Yunus

Teaching methods:

Traditional learning is usually rewarded by memorising knowledge and coming up with the “right answers”. I aim to use action learning, where real life experiences are the basis of learning. Students discuss and collaborate with each other but also take time to reflect. I like to generate an energizing environment that generates creative, productive thought and action. The course incorporates critical thinking exercises and teamwork skill building.

The sessions are distributed proportionally between theoretical sessions, where the basic conceptual frameworks are presented; and practical sessions where cases are discussed and group work is presented. Group work is a job where the members will seek to apply the knowledge acquired to develop their own social entrepreneurship. In each class, a delivery of the practical work carried out is expected.

Prerequisites:

It is aimed at people with an entrepreneurial profile who are interested in generating a positive social impact in their country. Participants do not need prior exposure to social entrepreneurship.

Examination methods:

The evaluation will be continuous and will take into account:

- Participation and attitude of the student in class: 30%
- Class deliveries: 20%
- Final presentation: 50%

