

## International Summer University<sup>WU</sup> 2024

### WU (Vienna University of Economics and Business)

#### Course outline

<b>Course title</b>	<b><i>Social Entrepreneurship Learning Lab</i></b>	
<b>Instructor</b>	<p><i>Peter Vador</i>  <a href="mailto:peter.vador@wu.ac.at">peter.vador@wu.ac.at</a>  WU Vienna, Social Entrepreneurship Center  Head of Center, Senior Researcher</p> <p>&amp;</p> <p><i>Reinhard Millner</i>  <a href="mailto:reinhard.millner@wu.ac.at">reinhard.millner@wu.ac.at</a>  WU Vienna, Social Entrepreneurship Center  Head of Center, Senior Researcher</p>	 
<b>Language of instruction</b>	English	
<b>Course level</b>	Graduate	
<b>Contact hours</b>	35 teaching hours (45 min. each)	

#### Aim of the course

The social entrepreneurship learning lab is an introductory course intended to provide students with a theoretical and experience-based foundation in social entrepreneurship.

During the course, we will assess, explore, critique, and celebrate the phenomenon of social entrepreneurship. Entrepreneurship is approached as a practical phenomenon as well as way of thinking and acting, with a principal focus on the creation of new ventures with societal objective. The course will introduce students to key concepts in the field (e.g. opportunity recognition and exploitation, effectuation vs. planning, impact-oriented business models, impact finance the role of entrepreneurial ecosystems) as well as useful tools in the entrepreneurial process (e.g. lean startup, business model canvas, pitch anatomy).

#### Learning objectives

The course is built around a number of core objectives. By the end of the module, students should be able to:

- Understand and appreciate the role of social entrepreneurship in society

- Understand the process nature of social entrepreneurship, and ways to manage the process;
- Starting to develop an appreciation for opportunity, how to recognize it, and how to evaluate it;
- Starting to Recognize the entrepreneurial potential within themselves and others in their environment;
- Understand social entrepreneurship as a learning experience,

**Prerequisites and/or admission requirements**

Application requirements for the Graduate Program are current enrollment in a master's or MBA program (or equivalent), with a focus on business administration/economics, and / or a bachelor degree in a business major by the time of participation in the ISU<sup>WU</sup> program.

Applicants interested in participating in the International Summer University<sup>WU</sup> need an excellent command of the English language. The English language requirements can be found at [ISU<sup>WU</sup> Language Requirements](#).

**Teaching methods**

The primary methods of knowledge transfer in the course will be presentations, guided discussions, and experiential learning. During the first two days, we will lay a theoretical foundation to understanding social entrepreneurship through the discussion of case studies, theory and recent data from the field. The sessions on Thursday and Friday will then continue with an experiential learning process. Participants will be invited to develop their own social venture ideas through a moderated, multi-step process and, by the end of the Module, pitch the idea in front of an external jury.

The Module will be further complemented by the input of external speaker(s), as well as a Pre-Course Assignment designed to engage participants with the core contents of the course in an engaging format (see below).

**Pre-course assignment**

The pre-course assignment consists of the following tasks:

First, the student is required to write a four-page essay (1400 - 1800 words) exploring social issues and industries of their interest, a venture that they find inspiring, and a business idea.

Second, the student is required to engage with three different sources (an academic paper, a podcast, a short video) in preparation to the class. See Pre-Course Assignment sheet for details.

**Course Contents**

<b>Monday, July 22</b>	
<b>No class</b>	
<b>Day 1</b> <b>(Peter Vandor and Reinhard Millner)</b>	Tuesday, July 23 <sup>rd</sup> , 9.00-13.00  Social Entrepreneurship Basics I The individual perspective The process perspective Managing innovation with a social impact
<b>Day 2</b> <b>(Peter Vandor)</b>	Wednesday, July 24 <sup>th</sup> , 9.00-13.00  Social Entrepreneurship Basics II Business models for social entrepreneurs The social enterprise ecosystem

<b>Day 3</b> <b>(Reinhard Millner)</b>	Thursday, July 25 <sup>th</sup> , 9.00-13.00  The social enterprise ecosystem (ctd.) Funding and Investment in Social Entrepreneurship
<b>Day 4</b> <b>(Peter Vandor and Reinhard Millner)</b>	Friday, July 26 <sup>th</sup> , 9.00-13.00  Social Entrepreneurship Lab I Ideation and opportunity recognition
<b>Day 5</b> <b>(Peter Vandor)</b>	Monday, July 27 <sup>th</sup> , 9.00-13.00 <b>AND</b> 14.00-17.00  Social Entrepreneurship Lab II Defining a business model Prototyping/MVP
<b>Day 6</b> <b>(Peter Vandor and Reinhard Millner)</b>	Tuesday, July 28 <sup>th</sup> , 9.00-13.00  Social Entrepreneurship Lab III Presentations of final results  Jury Feedback

<b>Comments</b>
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<b>Criteria for successful completion of the course</b>
<p>Attendance: Punctual attendance is mandatory for all assigned sessions. Absence is acceptable for serious medical reasons or compelling personal emergencies.</p> <p>Overall Grade: Students will receive marks for their performance, comprising of the factors outlined below.</p> <p>The following evaluation scheme applies: Points 90+ / Grade 1/A</p> <p>Description: Exceptional, outstanding and excellent performance. Normally achieved by a minority of students who are highly engaged in the subject matter. These grades apply to a student who is self-initiating, exceeds expectations and has an insightful grasp of the subject matter.</p> <p>Points 80-89 / Grade 2/B Very good, good and solid performance. These grades indicate good engagement with and a good grasp of the subject matter or excellent grasp in one or more areas balanced with a satisfactory grasp in other areas.</p> <p>Points 70-79 / Grade 3/C Satisfactory. These grades indicate a satisfactory level of engagement, performance and knowledge of the subject matter.</p> <p>Points 60-69 / Grade 4/D Marginal Performance. A student receiving this grade demonstrated a superficial grasp of the subject matter.</p> <p>Points 59 and below / Grade 5/Failed Unsatisfactory performance</p>

<b>Assessment</b>
<ul style="list-style-type: none"> <li>• 25% Pre-Course Assignment: quality of 1400-1800 word written essay (quality of content, completeness, use of appropriate sources, clarity of writing)</li> <li>• 50% Active participation during class (quality and frequency of active participation during discussions, peer-discussions, group work, interim-presentations, performance in quizzes, etc.)</li> <li>• 25% Quality of final presentation (in groups)</li> </ul>

**Course literature (cases, papers, online material...)**

- Dees, J. G. (1998). The meaning of social entrepreneurship. Available at: [http://web.stanford.edu/group/e145/cgi-bin/spring/upload/handouts/dees\\_SE.pdf](http://web.stanford.edu/group/e145/cgi-bin/spring/upload/handouts/dees_SE.pdf)
- Raz, G, Gebbia J (2017). How I built this. AirBnb: Joe Gebbia. Podcast available at: <https://www.npr.org/2017/10/19/543035808/airbnb-joe-gebbia?t=1612379642701>
- Blank S. (2016). Business Model Canvas. Video available on: <https://www.youtube.com/watch?v=IP0cUBWTgpY>

**Further readings suggested by the lecturer(s)**

- Blank, S. (2013). Why the lean start-up changes everything. *Harvard business review*, 91(5), 63-72. Available at: <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>
- Blank S. (2016). Business Model Canvas. Video available on: <https://www.youtube.com/watch?v=IP0cUBWTgpY>
- Dacin, P. A., Dacin, M. T., & Matear, M. (2010). Social entrepreneurship: Why we don't need a new theory and how we move forward from here. *Academy of management perspectives*, 24(3), 37-57.
- Gupta, P., Chauhan, S., Paul, J., & Jaiswal, M. P. (2020). Social entrepreneurship research: A review and future research agenda. *Journal of Business Research*, 113, 209-229.
- Martin, R. L., & Osberg, S. (2007). Social Entrepreneurship: The Case for Definition. [http://web.mit.edu/sloan2/dese/readings/week01/Martin\\_Osberg\\_SocialEntrepreneurship.pdf](http://web.mit.edu/sloan2/dese/readings/week01/Martin_Osberg_SocialEntrepreneurship.pdf)

Please note the following information on the total workload of the respective course:

Course level	ECTS-credits	Pre-course workload	In-class activity	Outside of class workload during the program
Graduate	4	approx. 20 hours	27 hours (= 35 teaching hours)	approx. 33 hours