

Module code	SEL617	Level	6
Module title	How to Create a Social Enterprise	Credit value	10
Common/Core/ Elective	Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn/ Spring

1. Module description

In this module, you will study the ways in which people in the social economy, civil society and enterprises are innovating, adapting and using business strategies to address big global challenges – from income inequality and employee dissatisfaction to climate change.

You will investigate the rising global phenomenon of social innovation: systems, organisations and processes that aim to improve the welfare and wellbeing of individuals and communities, through practices like microfinance, frontier technologies, urban farming and healthcare apps, arts and culture.

In this module, you will also be able to access mentorship as you develop your own social initiative.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Innovation (MLO 02)

create and implement a value proposition for a social enterprise, combining intellectual curiosity and creativity

Communication (MLO 05)

communicate effectively both orally and in writing within multicultural and/or international settings when pitching a social enterprise

Human and Environmental Impact (MLO 010)

evaluate the impact of a social enterprise on people, communities and the environment.

3. Learning and teaching methods

This module takes an active learning approach which places you at the centre of your own learning journey. You will learn about social enterprise and consequently develop your own entrepreneurial idea to positively impact the world. Each week you will engage in interactive workshops and seminars where you will learn a variety of frameworks, methods, and tools. Using cases, conducting research, integrating theory and practice, as well as collaborating and sharing ideas with your peers, you will develop new knowledge and skills and practice applying them to a real-world situation. These activities along with formative assessment and feedback will culminate in the summative assessment which will showcase you have met the learning outcomes of the module.

Learning hours	
Directed learning	36 hours
Workshops/classes	36
Guided/Self-guided learning	64 hours
Total	100

4. Assessment, formative feedback and relative weightings

Assessment 1: Other: Pitch deck

Weight (%): 100

Word Count or Equivalent: 10 min presentation + 500 word executive summary

You will research and develop a detailed project/ business plan for your social enterprise and present it as a pitch deck to a defined audience (collaborator/ investor).

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback .

Mapping of assessment tasks for the module

Assessment tasks	LO2	LO5	LO10							
Summative	X	X	X							

5. Indicative resources

Books

Bornstein, D. (2007). How to change the world: Social entrepreneurs and the power of new ideas. Oxford University Press.

Roshan, P. and Rabbat, I. (2021) The New Reason to Work: How to Build a Career That Will Change the World. Lioncrest Publishing.

(Ridley-Duff, R. and Bull, M. (2016). *Understanding Social Enterprise: Theory and Practice. Second Edition.* Sage: London, UK)

Reports

ASHOKA (N/D). The guide to the seven key questions that all social entrepreneurs should ask themselves to have a clearer idea, develop their project and maximize their impact! Available from: <https://www.ashoka.org/en-us/files/7qc-ashokaswitzerland-eng-webpdf>

Knode, I. B. (N/D). Using the Business Model Canvas for Social Enterprise Design. Available from: <http://cscuk.dfid.gov.uk/wp-content/uploads/2016/07/BMC-for-Social-Enterprise.pdf>

Articles

Brown, T. & Wyatt, J. (2010) Design Thinking for Social Innovation. Stanford Social Innovation Review. Winter 2010.

Guclu, A., Dees, G., and Battle Anderson, B., (2002). The Process of Social Entrepreneurship: Creating Opportunities Worthy of Serious Pursuit. November 2002. Centre for the Advancement of Social Entrepreneurship. The Fuqua School of Business.

Martin, R.L. & Osberg, S. (2015). Getting Beyond Better: How Social Entrepreneurship Works. Harvard Business Review Press.

Websites

Stanford Social Innovation Review: <https://ssir.org>

The Four Lenses Strategic Framework: http://www.4lenses.org/setypology/fundamental_models