

<b>Module code</b>	SEL701			<b>Level</b>	7
<b>Module title</b>	Creating a Social Enterprise				
<b>Status</b>	Elective				
<b>Teaching Period</b>	Autumn/Spring				
<b>Courses on which the module is taught</b>	All Postgraduate Courses				
<b>Prerequisite modules</b>	N/A				
<b>Notional learning hours</b>	100	<b>Credit value</b>	10	<b>ECTS Credits</b>	5
<b>Field trips?</b>	<i>NO (potentially yes)</i>				
<b>Additional costs</b>	<i>NO</i>				
<b>Content notes</b>	<i>NO</i>				

### 1. Module description

Social entrepreneurs are individuals motivated by making a difference and changing people's lives. They seek innovative solutions to pressing social problems and use business models to achieve social impact in areas such as: community, equality, empowerment, and the environment.

This module offers you the opportunity to develop your entrepreneurial mindset and put your motivation, passion, and growing knowledge and skills into action to make a difference. You will combine creative thinking alongside determination to create something new to the world, whether incremental or disruptive, by creating a start-up business plan: from idea conception to pitching your social enterprise.

### 2. Learning Outcomes

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

#### **Innovation (MLO2)**

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

#### **Communication (MLO5)**

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

#### **Human and Environmental Impact (MLO10)**

evaluate the impact of your social enterprise on people, communities and/or the environment.

### 3. Learning and teaching methods, and reasonable adjustments

This class will offer you a safe space to try and test ideas for messy, real world problems. You will be encouraged to learn with peers through workshops and peer interactions. Each week we will learn to apply approaches such as design thinking, lean impact and the social business model tools alongside other frameworks towards developing a specific solution to your identified problem.

Through this process you will learn to think systemically; to navigate uncertainty; question your assumptions and thinking about the issues and impacts you want to make. You will reflect on your capabilities in terms of leadership, collaboration, and social networking. The assignment will lead you to communicate the story of your social enterprise. These are all valuable skills to take with you into a career of making a difference and aligning who you are with what you do.

<b>Learning hours</b>			<b>100</b>
<b>Directed learning</b>			<b>36</b>
Workshops/ seminars			Other
3 hr x 12			
<b>Guided/Self-guided learning</b>			<b>64</b>

#### 4. Assessments and weighting, reasonable adjustment, and feedback methods

Plan, 100% TMM 10 minutes presentation + 1000 word written report

You will research and develop a detailed business plan for your social enterprise and present it as a pitch deck to a defined audience (collaborator/ investor) alongside a written report including a theory of change.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment task

Assessment components	LO2	LO5	LO10	
Plan	X	X	X	

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

#### 5. Indicative resources

##### Toolkits:

Nesta (N/D). DIY Toolkit. Available from: <https://media.nesta.org.uk/documents/diy-toolkit-full-download-a4-size.pdf>

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>

##### Books:

Bornstein, D. and Davis, S. (2010) Social Entrepreneurship: What Everyone Needs to Know. Oxford University Press. (selected chapters) Murray, R.

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. (selected chapters)

### **Articles:**

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.

Iskandar, Y., Joeliaty, J., Kaltum, U. and Yudomartono, H., (2023). Key Factors Affecting Social Enterprise Performance: A Literature Review. Journal of Developmental Entrepreneurship, 28(02), p.2350015.

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

### **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>

Murray, R., Caulier-Grice, J., Mulgan, G. (2010). The Open Book of Social Innovation: Ways to Design, develop and Grow Social Innovation. NESTA & Young Foundation. Available from: <https://www.nesta.org.uk/report/the-open-book-of-social-innovation/>

### **Websites**

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

The Four Lenses Strategic Framework: [http://www.4lenses.org/setypology/fundamental\\_models](http://www.4lenses.org/setypology/fundamental_models)