Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Social Entrepreneurship
Code der Lehrveranstaltung	25562
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Englisch
Studiengang	Master in Unternehmensführung und Innovation
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Richard Lang, Richard.Lang@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/49242
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	1
KP	5
Vorlesungsstunden	30
Laboratoriumsstunden	12
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	15
Inhaltsangabe	The course deals with key concepts and theoretical approaches to social entrepreneurship. It explores different social enterprise models and how they generate impact, address societal challenges, and operate within networks and governance structures. Case studies and real-world projects help students critically engage with innovation and practical aspects of the field. After completing the course, students will be able to critically assess opportunities and

	risks related to the social entrepreneurship process and explain essential features of social enterprise models.
Themen der Lehrveranstaltung	- Concepts and theories of social entrepreneurship - Social enterprise models - Networks and governance in social entrepreneurship - Social entrepreneurship and innovation - Case studies of social ventures
Stichwörter	social entrepreneurship, social enterprise, social innovation, social business
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Frontal lectures with classroom discussions, student group projects and presentations
Anwesenheitspflicht	
Spezifische Bildungsziele und erwartete Lernergebnisse	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.a The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for starting a new company, with particular focus on identifying new market opportunities, accessing and obtaining economic-financial resources, as well as technological and organizational skills for the development of the company; ILO 1.b The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for the management of a new enterprise, from the financial and organisational point of view and with respect to the dynamics of growth and development; ILO 1.c The student acquires advanced knowledge and understanding of the theories and tools for the economic analysis of business decisions; ILO 1.d The student acquires knowledge and understanding of theories and tools for the economic analysis of the market, at the level of the individual enterprise and the supply system; ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING

	ILO 2.a Ability to acquire and select information that may be relevant from an entrepreneurial point of view, also in economic-productive contexts different from those studied; ILO 2.b Ability to analyse the combination of market opportunities and resources of the enterprise and to identify entrepreneurial formulas, also with the elaboration of original, compatible and sustainable solutions and combinations; ILO 2.c Ability to select business economics models, suitable for the appropriate analysis of a specific economic-social and productive context ILO 2.d Ability to select the tools for the strategy and management of the enterprise, consistent with the enterprise economy models considered appropriate; ILO 2.e Ability to assess the potential and sustainability of new business projects (business plan), from a multidisciplinary (economic, business and legal) perspective; ILO 2.f Ability to evaluate the entrepreneurial potential associated with the development of an innovation by a company (learning area 2); ILO 2.g Ability to propose and implement strategic and operational courses of action conducive to the creation of a new enterprise; ILO 2.h Ability to propose and implement strategic and operational courses of action to foster the development of innovations by a company; ILO 3: AUTONOMY OF JUDGEMENT ILO 3.a Acquire the ability to analyse complex entrepreneurial problems, such as the elaboration and evaluation of an entrepreneurial project (business plan) or the development of a new product; ILO 3.b Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group discussions and the comparison of individual analyses carried out by students in preparation for the lecture. ILO 4: COMMUNICATION SKILLS ILO 4.a Acquire the ability to describe and communicate in an intercultural context, in a clear and precise manner, problematic situations typical of the management of a new enterprise and the

	development of innovation, such as, for example, the conditions for the validation of a problem or solution, the prospects and risks associated with a business model or an innovation project. The development of communication competences assumes heterogeneous situations such as, for example, the presence of internal stakeholders (e.g. colleagues, managers, owners), or external stakeholders (e.g. potential investors, suppliers and other business partners) and the ability to sustain an adversarial process; ILO 4.b The achievement of these objectives is assessed in the course of the training activities already mentioned, as well as in the discussion of the final thesis. ILO 5: LEARNING SKILLS ILO 5.a Acquire the ability to study independently, to prepare summaries; ILO 5.b Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis; ILO 5.c Acquire the ability to frame a new problem systematically and to generate appropriate taxonomie; ILO 5.d Acquire the ability to develop general models from the phenomena studied.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	Knowledge and understanding Students will be able to demonstrate knowledge of fundamental concepts in social entrepreneurship. They will also demonstrate understanding of key features of different social enterprise models. Applying knowledge and understanding Upon completion of the course, students will have the ability to identify and assess stakeholder relationships of social enterprises and their importance for the development and impact generation of these types of enterprises. Making judgments Students will be able to critically evaluate opportunities and risks related to social entrepreneurship practice within given regional contexts, and also examine alternative entrepreneurial approaches to address societal challenges.

	Communication skills Students will be able to clearly communicate scientific knowledge and derived recommendations related to social entrepreneurship to different target audiences, such as professional colleagues or policy makers.
Art der Prüfung	The assessment of the course consists of two parts: • final examination (60%): assessed with a single written exam at the end. This assessment method particularly addresses ILO 1, 3 and 5 • group case presentation (40%): assessed through a presentation and documentation on a selected topic. This assessment method particularly addresses ILO 2, 3 and 4 Students who choose not to participate in the course work will be graded 100% based on the results of a single written exam at the end, including a written case analysis. This assessment method addresses ILO 1-5.
Bewertungskriterien	Individual written exam: clarity of answers, ability to evaluate and summarize, and establish relationships between topics. Group case presentation: quality and clarity of problem identification and analysis, ability to apply theoretical concepts during the analysis and to summarize in own words, participation in teamwork.
Pflichtliteratur	Selected chapters in: Richter, R., Fink, M., Lang, R., Maresch, D. (2019) Social Entrepreneurship and Innovation in Rural Europe. New York and London: Routledge. Huybrechts, B., Nicholls, A. (2012). Social Entrepreneurship: Definitions, Drivers and Challenges. In: Volkmann, C., Tokarski, K., Ernst, K. (eds) Social Entrepreneurship and Social Business, pp. 31-48. Gabler Verlag. https://doi.org/10.1007/978-3-8349-7093-0_2 Defourny, J., Nyssens, M. (2017). Fundamentals for an International Typology of Social Enterprise Models. Voluntas, 28,

	2469-2497. https://doi.org/10.1007/s11266-017-9884-7 Lecture slides will be made available through the Teams channel of the course.
Weiterführende Literatur	Further supplementary reading material will be published in the Teams channel of the course.
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Menschenwürdige Arbeit und Wirtschaftswachstum, Weniger Ungleichheiten, Partnerschaften zur Erreichung der Ziele, Nachhaltiger Konsum und Produktion, Nachhaltige Städte und Gemeinden