Social Entrepreneurship (EM023M15)

<table>
<thead>
<tr>
<th>Program</th>
<th>PGE</th>
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<tbody>
<tr>
<td>Module / ECTS / Path / Specialisation</td>
<td>Module : Social Entrepreneurship : 5 ECTS.</td>
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<tr>
<td>Discipline</td>
<td>Strategy</td>
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<tr>
<td>Year</td>
<td>2018</td>
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<tr>
<td>Semester</td>
<td>A</td>
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<tr>
<td>Open for visitors</td>
<td>yes (5 ECTS)</td>
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<td>Available places</td>
<td>45</td>
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**Coordinator**

Guillaume MARTIN

**Lecturers**

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Population</th>
<th>Email</th>
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<tr>
<td>Guillaume MARTIN</td>
<td>Population</td>
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**Course format**

- **Working language** : English
- **Volume of contact hours** : 27 h
- **Workload to be expected by the student** : 108 h

**Course track**

Track : Attendance

"Attendance" track:
Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track:
Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.
Description

This course provides an empirically rigorous overview of the latest developments on social entrepreneurship, entrepreneurs and social enterprises. It incorporates definitions, concepts, contexts and strategy. Two case studies are discussed: 1) one on a business model developed to improve access to energy in Haiti and 2) one on a microfranchise that gives access to drinking water in Cambodia.

Educational organisation

In class

   Presentations

In groups

   Case studies/texts

Interaction

   Games (educational, role play, simulation)

   Discussions / debates

Assignments

   Specific projects / case studies

Learning outcomes

Upon completion of this course, students should be able to:

- **Identify** different theories of social entrepreneurship and the characteristics of social entrepreneurs using typologies
- **Recognize** motives of social entrepreneurs
- **Apply** business tools to leverage markets to achieve sustainability and social impact
- **Analyze** the performance of a social enterprise
- **Formulate** a social business strategy
- **Evaluate** social entrepreneurial opportunities

Outline

1. A conceptual and definitional perspective of social entrepreneurship
2. A contextual perspective of social entrepreneurship
3. A strategic perspective of social entrepreneurship
4. Overview of energy poverty in developing countries. Technologies and business models developed to improve access to energy
   a. Case study #1: Palmis Eneji in Haiti
5. Overview of access drinking water in developing countries.
   a. Case study #2: 1001 fontaines in Cambodia

Prerequisites
Key concepts to understand:
Completed bachelor degree and knowledge of fundamentals of business and entrepreneurship

Teaching material

Documents in all formats
- Syllabus
- Guide
- Newspaper articles
- Case studies

Software
- Office Pack (Word, Excel, PowerPoint, Access)

Additional electronic platforms
- Audio documents
- Videos

Recommended reading

Major works:
Volery, T., & Hackl, V. (2010). The promise of social franchising as a model to achieve social goals.

Further reading:

Research works by EM Strasbourg:

Assessment

Intermediate evaluation / continuous assessment 1: last session
oral / individual / English / weighting: 50%
additional information: One presentation in class (individual assignment)

Final assessment: last session
oral / in group / English / weighting: 50%
additional information: One final presentation in class (collective assignment)
Grounds for expulsion from classes

Behaviors such as

- arriving late, leaving early, or exiting the classroom at inopportune moments during class
- ostentatiously eating or drinking in class
- using smartphones or laptops for non-class-related purposes
- reading texts unrelated to the course
- discussing topics unrelated to the course
- disrespecting the lecturer

may lead to expulsion from the class/course.