

**SYLLABUS
SOCIAL ENTREPRENEURSHIP**

A. GENERAL INFORMATION

1. Academic Unit	School of Business and Economics					
2. Degree	Business					
3. Code	RIC144					
4. Location in Curriculum	5 th Year					
5. Credits	10					
6. Course Type	Mandatory		Elective	X	Optional	
7. Duration	Bimonthly		Biannual	X	Annual	
8. Weekly Modules	Theoretical Classes	2	Practical Classes	0	Assistantship	0
9. Academic Hours	Classes	68	Assistantship		0	
10. Prerequisite	None					

B. CONTRIBUTION TO GRADUATE PROFILE

The course seeks that students learn and understand the concept of social enterprise, as a new type of organization that while using similar tools and techniques of traditional companies, pursues different goals.

The course is directly related to the curriculum by providing solid training in startup development and business model validation, essential to complement the education in business. Also, learning agile development methodologies will help graduates to stand out from other professionals, through applied knowledge of Lean Startup and Business Model Canvas.

C. COURSE GENERAL OBJECTIVES

To increase student understanding of the social entrepreneurship concept and to apply their knowledge in a hands-on process, for building a sustainable business model around a social problem. Also, develop the ability to design and iterate a business model based on customer feedback.

D. UNITS AND OBJETIVES

Unit	Objective
Unit I: What is Social Entrepreneurship? <ol style="list-style-type: none">1. Introduction2. Social Entrepreneurship as a Mechanism for Problem Solving3. Customer/beneficiary discovery and hypothesis definition	Understand how social entrepreneurship can be an effective method to create value and tackle global challenges. Analyze social entrepreneurship as a tool for social, environmental and cultural change, as well as a competitive advantage of businesses.
Unit II: Validating a Social Problem <ol style="list-style-type: none">1. Validating a social problem based on user feedback4. Customer interviews and experiments5. Build and test a Minimum Viable Products with customers	Discuss how the Lean Startup method can be applied to social enterprises. Analyze the importance of validate a social problem with customers.
Unit III: Validating a Social Solution <ol style="list-style-type: none">1. Pivot or persevere a business model2. Challenges for Causing Change3. Scale your social business.	Provide a framework to help students decide if they should pivot or persevere according to the lean startup methodology. Also analyze how to leverage resources beyond organization.

E. TEACHING METHODOLOGY

A number of approaches will be used to provide the student with multiple ways to learn and apply the course material. These include guest lectures, readings, class discussions, in-class exercises, and written reflections.

F. EVALUATION STRATEGY

Evaluation procedures will consist in:

Evaluation
Midterm 1 – An individual written assignment.
Midterm 2 – Group report and presentation
Final Pitch
Group final report
Participation and Class Attendance

Class Participation:

You should come well prepared to class as you may be called upon to discuss issues related to the topics.

Criteria for evaluating class participation includes:

- Regular participation in class discussions and in-class activities
- Active engagement with teacher and fellow students
- Asking questions that lead to deeper and richer class discussions

Attendance:

Students are expected to attend all class meetings. An attendance record will be circulated in class and you will have to personally sign the record marking your presence. Having a colleague sign for you will be a clear violation of UDD rules and appropriate action will be initiated. Minimum required attendance: 80%. Students with less than required attendance will not be allowed to take part in the final project presentation. In-class activities and guest lectures will also be an important part of the course evaluations.

G. LEARNING RESOURCES

Bibliography: includes texts, magazines, articles and notes, underlying the main contents of the course, which will be informed during the semester.

Digital Media: includes podcasts, videos and websites among others.

BIBLIOGRAPHY:

A wide range of articles from publications such as Harvard Business Review and Stanford Social Innovation Review will be posted on a week-by-week basis in a folder in iCursos that will be shared with all students. The full list is on the official calendar for this course, and additional materials may be added during the semester, especially as references for specific assignments.

OPTIONAL BIBLIOGRAPHY:

1. Osterwalder, Alexander and Yves Pigneur. Business Model Generation.
2. Cooper, Brant and Vlaskovits, Patrick. Entrepreneurs Guide to Customer Development
3. Osterwalder, Alexander and Yves Pigneur. Value Proposition Design