Course Descriptions None 2019-2020

Course Title	Social and Environmental Entrepreneurship
Course Code	EBC2147
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2019	20-12-2019	X/E			X/E	

Level	Intermediate
Coordinator	Jarrod Ormiston For more information:j.ormiston@maastrichtuniversity.nl
Language of instruction	English

Goals

On the successful completion of this course you should be able to:
1.Critically reflect on social and environmental entrepreneurship theory and practice
2.Identify and evaluate social and environmental entrepreneurship opportunities
3.Develop a strategy for a social/environmental enterprise
4.Conduct primary research and analyse primary and secondary data in the field of social and environmental entrepreneurship
5.Prepare and present documentation to pitch a novel enterprise idea
6.Learn to cope with the chaos and complexity of doing social and environmental entrepreneurship in the real world

Description

Interest in the concept of social and environmental entrepreneurship has been sparked over the last two decades due to frustration with inefficient, ineffective and failed action of government and philanthropic bodies, as well as the socially destructive behaviour of many businesses. An explicit and central social/environmental mission, innovation, creativity and a strong market orientation are the distinguishing features of social and environmental entrepreneurship. Social and environmental entrepreneurs are committed to furthering a social and/or environmental mission, and rank social, environmental or cultural impact on a par with, or above, profit. At the intersection of business, government and not-for-profit organisations, these social and environmental entrepreneurs are now visible and having an impact on a global scale.

This course will provide you the opportunity to learn how you can apply your knowledge and skills to address complex social and environmental problems. This course is structured around experiential problem-based learning, providing you the opportunity to synthesise theory and practice as you develop an idea for your own social and environmental enterprises. Topics will include: critically reviewing concepts; user centred-design of social and environmental enterprises; frameworks for understanding and strategizing; understanding and reporting social and environmental impact; and cross-sector collaboration.

Literature	Papers from scholarly journals, case studies, podcasts, and videos.

Prerequisites

This course is part of the Entrepreneurship Minor. The courses of the Entrepreneurship Minor (see also http://maastrichtentrepreneurship.nl/minor.html) draw on the scholarly and practical entrepreneurship literature. They do NOT expect that you have already developed an understanding of the functional domains of business administration or small business management (e.g. strategy, marketing, accounting, HRM, finance, operations). We encourage you to take the two introductory courses of the minor (Birthing New Ventures and Mobilising Resources [EBC2145; EBC2146]) BEFORE taking the other courses of the Minor. As this minor is delivered in English, your command of the English language in speech and writing should be good enough to actively prepare for, participate in, and contribute inside and outside of class.

Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / Groupwork
Assessment methods	Final Paper / Attendance / Participation
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Bachelor International Business - Emerging Markets	Year 3 Elective Course(s)
Bachelor International Business	Year 3 Business Elec(s) - Maj Accounting
Bachelor International Business	Year 3 Business Elec(s) - Maj Finance
Bachelor International Business	Year 3 Business Elec(s) - Maj Inf Mgmt
Bachelor International Business	Year 3 Business Elec(s) - Maj Marketing
Bachelor International Business	Year 3 Business Elec(s) - Maj Org
Bachelor International Business	Year 3 Business Elec(s) - Maj SCM
Bachelor International Business	Year 3 Business Elec(s) - Maj Strategy
InterFaculty Minors	Minor Entrepreneurship
SBE Exchange Bachelor	Bachelor Exchange Courses
SBE Exchange Master	Bachelor Exchange Courses
SBE Non Degree Courses	Bachelor Courses
SBE Non Degree Courses	Minor Entrepreneurship