Course Descriptions None 2024-2025

Course Title	Social and Sustainable Entrepreneurship
Course Code	EBC2189
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	28-10-2024	15-12-2024	X		X		

Level	Intermediate/Advanced
Coordinator	Abel Diaz Gonzalez For more information:abel.diazgonzalez@maastrichtuniversity.nl
Language of instruction	English
Goals	Students are able to: * understand what is meant by social and sustainable entrepreneurship (based on theory and practice); * critically analyse organisations engaging in social and sustainable entrepreneurship; * identify and evaluate opportunities for social and sustainable entrepreneurship; * conduct research in the field of social and sustainable entrepreneurship; * develop a strategy for a social and sustainable enterprise; * prepare and present documentation to pitch a novel enterprise idea.
Description	Entrepreneurship is viewed as an important tool for tackling complex sustainable development problems and challenges. Social entrepreneurship and sustainable entrepreneurship are becoming mainstream forms of organising that span the private, public and third sectors. The defining features of social and sustainable entrepreneurship are an explicit and central social and/or environmental mission, combined with innovation, creativity and earned income strategies. Well-known social and sustainable enterprises that we will explore in the course include Tony's Chocolonely, Patagonia, and the Grameen Bank. This course will provide students with the opportunity to learn how to apply entrepreneurship knowledge and skills to address complex social and environmental problems. This course is structured around experiential problem-based learning, allowing students to synthesise theory and practice as they develop an idea for their own social and sustainable enterprises. Topics will include critical case analysis; user centred-design; strategizing; measuring social and environmental impact; entrepreneurial pitching.
Literature	Reference list will be provided, based on each class, tutorials and workshops
Prerequisites	None
Keywords	
Teaching methods	PBL / Presentation / Assignment / Groupwork / Research / Coaching
Assessment methods	Attendance / Participation / Portfolio / Presentation
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

UM-wide minors	Minor Sustainability
SBE Non Degree Courses	Minor Sustainability