**Introduction to Impact Entrepreneurship**

*Course Syllabus*

**Introduction to Impact Entrepreneurship**

This course aims to tackle a wide range of aspects related to Entrepreneurship with Impact and explore in detail the different tools and ideas around this focus of Entrepreneurship.

**Visualization (Infographic)**

TBD

**Overview**

|  |  |
| --- | --- |
| ***Course Code*** |  |
| ***Course Title*** | Introduction to Entrepreneurship with Impact |
| ***Degree*** | MA / Graduate |
| ***Course Length*** | 8 hours (classes) |
| ***Number of ECTS Credits*** | 1.5 ECTS |
| ***Total workload*** | 24h (classes + assignments + private study) |
| ***Prerequisites*** | None |
| ***Teaching and Learning Methods*** | . The method learning-by-examples (demonstration)  . Learning-by-doing (practice by doing) |
| ***Assessments*** |  |
| ***Course creators from Conscious Business Education*** | Creator: Miguel Alves Martins, Nova SBE, miguel.alvesmartins@novasbe.pt  Academic peer: [Name, Institution, Email]  External peer: [Name, Institution] |
| ***Course Material Language*** | English |

**Introduction to the Course**

…

**Learning Outcomes / Objectives**

1. Knowledge and Understanding

• Understanding the uniqueness of entrepreneurship with impact ventures.

• the balance between social impact and financial return.

• the knowledge to apply the tools learned in class.

• Identifying opportunities among social challenges and non-consumers.

1. Subject-Specific Skills

* Be familiar with the process of designing and leverage entrepreneurship ventures with impact.

1. General Skills

* Analytical and critical thinking.
* Communication.
* Team work.

Taking into consideration the fundamental purpose of this course, the learning methods most suitable to this course are:

. The method learning-by-examples (demonstration)

. Learning-by-doing (practice by doing)

The course design aims to provide students with an in-depth experience of entrepreneurship with impact/hybrid organizations. As a group, students are expected to identify a social challenge, design and test an innovative solution using the tools provided in the course lectures, and pitch their solutions to investors. Classes methods are mixed between lecture, work sessions, and case and guest presentations. Students are expected to have a high degree of class participation. Students are also expected to reflect on the key takeaways of the course journey for their personal and professional path.

**Course Content (incl. Module Description)**

|  |  |  |
| --- | --- | --- |
| **Session** | **Session Type** | **Content** |
| Session 1 | Lecture | Overview of Entrepreneurship with Impact  Societal Challenges and main opportunities   * Session in which the simulation of Faiscas is run ( Faíscas Case Study: A Social Entrepreneurship Simulation at the Bottom of the Pyramid" - INSEAD & Nova SBE) * Wrap up of simulation (from product to system) |
| Session 2 | Tools + application | Problem Analysis (including systems)   * Problem tree   The construction of the Value Proposition  The Solution Architecture  Theory of change |
| Session 3 | Lecture | Impact business model   * Introduction to hybrid organizations and its models |
| Session 4 | Group presentations | Group work and Pitch presentation   * 2 hours of group work * Pitch presentation (3 mn per venture) |

**Expectation toward the students**

**Teaching and Learning Methods used**

The classes consist of discussions about both the theory and its applications. Classroom participation is expected and required. Through a teaching approach that mixes case studies, short videos, class discussions and presentations, you will learn the topics referred.

**Prerequisites**

None

**Special Features of this Course**

…

**Course Length**

24h workload

**Number of ECTS Credits**

1.5 ECTS

**Total Workload**

This is a 2 ECTS course. This means a 2 \* 25 = 50 hrs. workload for students.

|  |  |  |
| --- | --- | --- |
| Attending sessions | 4 sessions | 8 hrs. |
| Group preparation for the pitch |  | 13 hrs. |
| Pitch session |  | 3 hrs. |
| **TOTAL** |  | 24 hrs. |

**Assessments**

In all assessment methods students will be expected to show critical thinking, independent thinking, and problem-solving skills. Students are required to design in groups a solution for a societal challenge and articulate the ideas in a 3 minutes pitch for a panel of investors.

* Group work: pitch and group work evaluation

**Suggested Literature**

Christensen, C. (2019), "The prosperity Paradox" - How Innovation Can Lift Nations Out of Poverty

Casadesus-Masanell, R. and Ricart, J. (2008), "Competing through business models: Business model evaluation - analysis in interaction," Harvard Business School Press.

Elkington, J. and Hartigan, P. (2008), "The Power of Unreasonable People," Harvard Business Press, pp. 31 - 54.

Santos, F. (2009), "Business Model Innovation Workbook: How entrepreneurs design novel business models for value creation," INSEAD, Social Innovation Center.

**Communication**

…

**Classroom rules**

…

**Course creators from *Conscious Business Education***

Creator: [Name, Institution, Email]

Academic peer: [Name, Institution, Email]

External peer: [Name, Institution]

**Sources that were used to create this course**

…