**Course: Introduction to Entrepreneurship with Impact**

**Philosophy of the program**

Hybrid organizations are a concept that has an increase presence in our economy. Understanding the theoretical concepts, aligning with reference case studies and tools in firsthand, will lead to learn and understand the challenges in applying such a notions. The presentation of a case study design by your team will support that learning journey and understanding insights to your future professional life.

**This course is unique, because:**

This course links theory and practice, engaging students with concrete tools to design their impact ventures and enabling its application.

**Suggested tools from the toolbox**

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 teaching methodologies adopted are intended to stimulate the students' ability to go from theory to practice, through the apprehension of concepts, tools and methodologies which are explained in the course. Thus, they contribute to the process of individual and group learning and develop critical analysis.

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

Faiscas simulation (Faíscas Case Study: A Social Entrepreneurship Simulation at the Bottom of the Pyramid" - INSEAD & Nova SBE) that allow the understanding of a product focus to a system. The change of mindset is critical to address societal challenges in a sustainable way.

**Suggestion for assessment**

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 assessment criteria (e.g. rubric)**

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| --- | --- | --- | --- | --- | --- | --- |
| Clarity on the social/ environmental problem (typically a problem tree) | Value proposition of the solution (actionable, realistic, in the realm of "common sense") | User journey | Clear description of Business Model | Clear description of Impact Model | End Game | Structure & guidelines |

**Information about the creator(s) of this course**

Miguel is an Assistant Professor Adjunct at Nova SBE, teaching Entrepreneurship with Impact, P&P, and Philanthropy.

Miguel was the Executive Director of FAdS/Nova SBE Fundraising and Corporate relations department (20/22) and co-founder and Executive Director of the Leadership for Impact Knowledge Center (17/21).

Miguel was also co-founder and Executive Director of IES-SBS in Portugal (08/17) and Director for Ashoka Portugal (16/17). Before founding IES-SBS, Miguel worked in the private sector, with experience in telecom, tourism, and CSR. Nevertheless, between 2007 and 2017, he has been dedicated his efforts to developing the social entrepreneurship ecosystem in Portugal and Portuguese-speaking countries.

He is on the advisory board of several non-profit organizations and social entrepreneurship startups.

Global Executive M.B.A. (INSEAD) - Awarded the Social Entrepreneurship Scholarship; Master in Social Economy (ISCTE) - Developed the master thesis on the topic "The key success factors of the business models of the social entrepreneurship ventures"; Certificate of Professional Achievement in Non-Profit Management (Kellogg School of Management);