

TEACHING TEAM.**Instructor – Loïc Pedras (loic.pedras@novasbe.pt)**

Loïc is an Assistant Professor Adjunct at Nova SBE where he teaches Social Entrepreneurship and researches hybrid organisations and their responses to institutional complexity. He previously worked at the UTS Business School in Sydney, Australia, teaching and researching entrepreneurship, innovation and strategy. While in Sydney he was a mentor at UTS Start-ups, he won the UTS Soul Award and was nominated for the UTS Teaching and Learning Award, as well as, the UTS Award for Human Rights. He co-founded and directed the social enterprise SportImpact. Helped several social ventures worldwide (e.g. Philippines, Papua New Guinea, Vanuatu, Colombia, etc) and is on the advisory board the Australian social enterprise WaveChanger. His educational pathway includes among other diplomas: a PhD in Business (UTS Business School), the ISEP Executive Programme for Social Entrepreneurship (INSEAD), additional certificate in Entrepreneurship in Emerging Economies (Harvard Business School). His passion for travel helped to become the CEO of the travel platform *Most Traveled People* (mtp.travel), an international sailing skipper and a soon-to-be private pilot, visiting more than 170+ countries. He is also a proud member of Academics Without Borders.

Teaching Assistant Coordinator – Leonor Jardine Neto (leonor.neto@novasbe.pt)

MSc in Management (Nova SBE) – specialization in Social Enterprise. Teaching assistant of Managing Impactful Projects and Entrepreneurial Project. She is also a grader for several courses in the Executive Masters at Nova. Throughout her career, Leonor has been involved in several successful new product development projects with several local and multinational companies. Her approach to innovation is rooted in Customer Development, Lean Startup and Design Thinking methodologies, which have helped her deliver high impact solutions that not only meet her clients' objectives, but more importantly, the needs of the end user. She is an experienced innovation project manager, facilitator, and mentor – currently working as a freelancer.

Teaching Assistant Coordinator – Filipa Abrantes (Filipa.abrantes@novasbe.pt)

Filipa is an innovation specialist who is currently working on new business at Schröder Hyperion, aiming to create smart solutions for cities and enhance community life through technology. She has a solid grasp of emerging market trends, gained from her experience with global companies like Microsoft, Vodafone, and Huawei, where she managed digital transformation projects and launched IoT and other tech solutions. Filipa is passionate about education and innovation, demonstrated by her dedication to helping students bridge theoretical knowledge with real-world applications, notably through her involvement in NOVA SBE Innovation Ecosystem projects and mentoring start-up programs with academia and industry.

COURSE UNIT AIMS.

This course aims to tackle a wide range of aspects related to Social Entrepreneurship and explore in detail the different concepts and tools around this type of Entrepreneurship.

- Social Entrepreneurship – overview and current issues
- Problem/Solution Analysis
- The (Social) Value Proposition
- The (Social) Business Model
- Social Impact Assessment
- Growth, Scaling and end-game processes
- Successful Case-Studies
- Investor Pitch Presentation

COURSE UNIT CONTENT. (Main topics covered in the course) CLASS WORKPLAN

Session #	Date	Topic
1	4 February	Social Entrepreneurship – An overview (part1)
2	11 February	Social Entrepreneurship – An overview (part2)
3	18 February	Problem approach (INE) + Social Strategy Tools [Applied Session]
4	25 February	Impact Gap Canvas + Case Studies [Applied Session]
5	11 March	Guest Lecture + Mentoring [Applied Session]
6	18 March	<i>TA Mentorship Online Sessions (via teams by appointment)</i>
	25 March	Social Start-up Half-Way Report Submission
7	1 April	Social Business Models + Blue Ocean Strategy [Applied Session]
8	8 April	Social Innovation + How to pitch?
9	15 April	<i>TA Mentorship Online Sessions (via teams by appointment)</i>
10	22 April	Theory of Change (T) [Applied Session] + Mentoring
11	29 April	Social Finance + Basics of prototyping [Applied Session]
12	6 May	Pitch
		Social Start-up Final Report Submission
	TBD	Exam

LEARNING OBJECTIVES. Upon completion of this course, students should be able to:

A. Knowledge and Understanding

- Understand the uniqueness of social entrepreneurship ventures;
- Capture the constraints, leverage and balance between social impact and financial return;
- Know how to apply business and social tools learned in class;
- Identify opportunities among social problems.

B. Subject-Specific Skills

- Be familiar with the process of designing and developing a social business.

C. General Skills

- Analytical and critical thinking;
- Communication to investors;
- Team work.

DEMONSTRATION OF THE COHERENCE OF THE SYLLABUS WITH COURSE UNIT AIMS

The course design aims to provide students with an in-depth experience of the process of social entrepreneurship. As a group, students are expected to identify a social problem, design and test an innovative solution using the tools provided in the course lectures, and pitch their solution to investors.

TEACHING AND LEARNING METHODS.

Class methods are mixed between lecture, work sessions and guest presentations. Moreover, discussions concerning social entrepreneurship theory and its practical applications are highly valued and promoted. Students are expected to have a high degree of participation in class and be engaged particularly during the applied sessions.

ASSESSMENT

Assessment 1: Class Attendance (10%)

Full participation and working in all classes (except first one) is rewarded with 2 marks.

Assessment 2: Group Work 1 (15%) – Half-way Report

Start your analysis with Problem and Impact Gap Canvas

To be submitted by March 25th 23:00 (Lisbon Time) via Moodle upload (10% penalty per late day).

This assessment is subject to peer-review. Students are expected to deliver a report of their social enterprise, focusing on the PROBLEM ANALYSIS and IMPACT GAP CANVAS (this work will/could be later used for the final report – GW II). It is expected to have:

- Start with a brief Executive Summary;
- A deep dive analysis of the chosen problem of the social enterprise, summarized with a complete layered problem tree and INE approach;
- A deep analysis of existing players/stakeholders – be broad and don't only look after players within the chosen geography;
- A complete summary of the analysis conducted through the use of an Impact Gap Canvas;
- A GREAT TO HAVE: one (or more) exploratory interviews with stakeholders, evidencing the INE aspect of the problem. This will help a lot in understanding the field, as well as with the final version of the report, to be delivered at the end of the semester.
- Other technicalities (if you are struggling with format/style decisions, we leave you some optional instructions): Submit a PDF document; Preferred reference style is APA; 5 pages max, excluding cover page, references, and annexes; Times New Roman 12; 1,5 spacing

Assessment 3: Group Work 2 (30%) – Final report

Complete your analysis with Solution, Impact Assessment, Financial Structure, End Game

To be submitted by May 11th 23:00 (Lisbon time) via Moodle upload (10% penalty per late day).

The group work will consist of create a solid business case of a pilot solution for a social/ environmental problem based on the course main topics and frameworks. The group work should:

- Start with a brief Executive Summary;
- A good Theory of Change (the final one you have chosen).
- We would expect to see a great (social) value proposition – clarity on how you would create such value and how you would be better than others already addressing this issue?
- We expect a complete description of the Business Model and Impact model; Use the frameworks to help you out (any of those we teach in class, like the SBMC, or even adapt it to your own needs - if you can justify it!);
- Make sure your social enterprise is financially viable. Where is the money to fund your work come from? Where will you spend it? Think of revenue streams and high-level costs. Think of sources of funding from the social finance class, if applicable. A very basic P&L statement is expected.
- How could you scale your operations and ensure revenue streams and growth? - What assumptions would have to be guaranteed? Are there risks? Where might you fail?
- How would you assess your impact (quantitatively and qualitatively)?
- Have a well thought out End Game – be prepared to lose your job if you are successful enough!
- Whenever you can do it, test your assumptions in the field – do you need the cooperation of certain stakeholders? We encourage you to go and talk to them! - whenever useful get testimonials, interviews... Entrepreneurs permanently look for “temporary workable certainties”.
- Other Technicalities (if you are struggling with format/style decisions, we leave you some instructions): Submit PDF document; Preferred reference style is APA; 10 pages max,

excluding cover page, references, and annexes; Times New Roman 12; 1,5 spacing; larger pictures/diagrams/maps should be annexed.

Assessment 4: Group Pitch (15%)

Present your venture.

Takes place on May 6th.

- Each group will have 6 minutes to pitch your social venture to the teaching team and a group of external evaluators familiar with the social/start-up ecosystem;
- All group members have to be present and pitch their social start-up - you need to be the best salesperson of your own project! Be creative, be interactive and show us that you truly believe in what you are presenting. Prototypes and visual aids are welcome.

Assessment 5: Individual Final Exam (30%)

Takes place on TBD

The final exam consists of a short simulation of a social venture plan to address a social issue. It should cover all applied topics in the course.

The general rules of the University apply in case of academic dishonesty and in any situation not foreseen in the above.

DEMONSTRATION OF THE COHERENCE OF THE TEACHING METHODS WITH COURSE LEARNING OBJECTIVES

By designing and developing a business solution for a societal challenge, students will learn the key principles of social entrepreneurship hands-on. The course also connects students with social entrepreneurs through guest presentations and mentorship. These real-life case studies will enrich their learning journey. The end goal of the course is to expose students to a social venture mindset that can be useful in their future regardless the sector you will work for.

Proposal:

Taking into consideration the fundamental purpose of this course, the learning method most suitable to this course is:

- 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 the development of critical analysis.

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RESOURCES.

Moodle will be used to disseminate information about the course as well as the lectures' slides.