

MSc in Sustainability Management

Social Entrepreneurship

Professor: Ramon Bastida-Vialcanet

Office hours: By appointment

Course Type: Elective

Credits: 3 ECTS

Term: Third

Course Description

There are major challenges facing the planet. Climate change is one of those global challenges that forces us to take action to reduce global warming. Population aging is another challenge facing developed countries, and requires measures to ensure the care, attention, and quality of life of people over a certain age. Poverty and inequality are another global challenge that the United Nations has set out in the Sustainable Development Goals (SDGs).

Achieving these, and other important challenges, will only be possible if there is collaboration between multiple actors in the public and private sector. Social enterprises that generate positive social and environmental impact, have experienced a steady growth in the last decade. They have gained an increasing importance in the Spanish economy, as well as globally. In Spain, social enterprises work on being incorporated into the national legal framework as unique entrepreneurial entities, whereas in Europe, these businesses have been at center of the EU strategy.

This course provides students with the necessary skills to create, develop and lead social enterprises. The course facilitates the necessary tools for the creation and management of social enterprises, analyzing strategic and operating aspects, while promoting entrepreneurial and innovation competencies as engines of change of these organizations and their leadership.

The course in the study plan

This **elective** course belongs to the subject of **Social Dimension of Sustainability** of the study plan. It takes place in the **third quarter**.

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Objectives and competences

This course has been designed to cover the key aspects of the creation and management of ventures that combine the generation of social and environmental impact and the creation of economic value.

By the end of the course, students should be able to:

- Understand the fundamentals of social entrepreneurship and social innovation.
- Identify the most urgent social and environmental needs, and business opportunities to fulfil these needs.
- Gain knowledge of business models that can incorporate triple bottom line dimensions, and generate economic, social, and environmental value.
- Understand the Theory of Change and the generation and measurement of social impact.

Content

The content of this subject includes the following five topics:

1. Introduction to Societal Challenges.
2. Fundamentals of Social Entrepreneurship.
3. Business Models with Societal Impact.
4. Social Impact Measurement and Disclosure.
5. Financials of Entrepreneurship.
6. Social Entrepreneurship: Practical Experiences.

COURSE LEARNING PLAN

Methodology

The course comprises eight 3-hour sessions, which combine theory lecturing with general debates and applied discussions on business cases. Participants will also engage in presentations of reports, cases, or project assignments. Activities will require both individual and group work.

A study visit will be organized to a social venture located in Barcelona. During the course, several social entrepreneurs and key actors of the social entrepreneurship ecosystem will come to the classroom to explain their experiences.

Hours devoted by the student (according to ECTS) 75

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Evaluation criteria

Three elements concur in the final mark:

- Final exam (40%): the final exam is used to assess the individual level of knowledge and understanding of each student. It will include questions covering topics from all the classes. To pass the exam the minimum grade is 5.
- Group Project and presentation (40%): Students will apply their knowledge to a real-life situation. They are expected to use the contents they learnt to use during the lessons.
- Class attendance and active participation (20%): Attendance in every session is expected and recorded by means of an attendance sheet. It is your responsibility to comply with this measure. Class attendance is compulsory and will be considered in your final grades; punctuality is a must. Note that unexcused absences reduce your score on the "attendance and participation" element of your final grade. In fact, two or more unexcused absences will result in an automatic score of zero and, in all likelihood, a fail mark for the course as a whole.

Attended all the sessions + actively and consistently participated in the class discussions during the entire course period	20
Attended all the sessions + actively and consistently participated in most of the class discussions	15-19
No more than one unexpected absence + often participated in the class discussions	10-14
No more than one unexpected absence + participated in some class discussions	5-10
No more than one unexpected absence + limited or no participation in class discussions	1-5
Otherwise	0

Other evaluation criteria to take into consideration:

- Retake: Students who fail the course during the regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a 5 by default as a final grade for the course. If the course is again failed after the retake, students will have to register again for the course the following year.
- No-show: In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the

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“Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

- **Plagiarism:** Plagiarism is to use another’s work and present it as one’s own without acknowledging the sources in the correct way. All essays, reports, or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in an automatic expulsion from the program.

Bio of Professor

Ramon Bastida-Vialcanet holds a PhD in Business Administration and Management. He is currently an Associate Professor of Accounting and Finance at the UPF-Barcelona School of Management. He is also a professor at the Faculty of Economics and Business at Pompeu Fabra University (UPF). His main lines of research focus on creation and management of social enterprises, and new organizations that have emerged around the collaborative economy. He has published articles in peer-reviewed scientific journals nationally and internationally, has participated in the publication of several books, and in competitive research projects. He has also carried out international research stays in France and Belgium.

Reading Materials/ Bibliography/Resources

No textbook is required for this course. All the required materials will be provided. Any readings, notes, handouts, datasets, or additional course material will be available on the course website.