

5 credits

30.0 h

Q2

Teacher(s)	Dufays Frédéric ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	This course uncovers the popular concepts of social and sustainable entrepreneurship. It applies entrepreneurial thinking to different business models as seen through a social, environmental and economic sustainability perspective. The course will explore the relationship between business development and its social and environmental impacts. You will study ways in which social and sustainable entrepreneurship can significantly respond to social needs such as poverty alleviation and/or diminish dependency on fossil fuels and toxic substances. The course will challenge you to conceive a sustainable entrepreneurial business concept and thereby make you familiar with the issues facing social and sustainable entrepreneurship due to their hybrid nature.
Aims	<p><b>During their programme, students of the LSM Master's in management and Master's in Business engineering will have developed the following capabilities'</b></p> <p><b>CORPORATE CITIZENSHIP</b></p> <ul style="list-style-type: none"> <li>• Decide and act by incorporating ethical and humanistic values, integrity, respect for the laws and conventions, solidarity and civic action, and sustainable development.</li> <li>• Decide and act responsibly, while taking into account the social, economic and environmental sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders.</li> </ul> <p><b>INNOVATION AND ENTREPRENEURSHIP</b></p> <p>1</p> <ul style="list-style-type: none"> <li>• Identify new opportunities, propose creative and useful ideas; insituations that require new strategic approaches, break with existing models and paradigms, promote progress and change.</li> </ul> <p><b>WORK EFFECTIVELY IN AN INTERNATIONAL AND MULTICULTURAL ENVIRONMENT</b></p> <ul style="list-style-type: none"> <li>• Understandtheinnerworkingsofanorganization :developa globalapproachandintegratetheinternailogicused.within the organization.</li> </ul> <p><b>PERSONAL AND PROFESSIONAL DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>• Self-motivation : be capable of creating a project in line with their own values and aspirations, confident and motivated in managing the implementation of the project, and persevere in difficult situations.</li> </ul> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>The evaluation will take the form of:</p> <ol style="list-style-type: none"> <li>1. a written team project (40%) and an oral presentation (10%) thereof based on the topics learned during the course, that will evaluat students' ability to identify social and environmental needs and come up with innovative solutions, and to communicate effectively;</li> <li>2. a written individual assignment at mid-term that will evaluate students' understandings of key concepts and their ability to apply them to a real case (30%);</li> <li>3. a written individual assignment that will evaluate students' ability to reflect on their practices and learning (10%);</li> <li>4. individual written summaries of the weekly readings (10%).</li> </ol> <p>The evaluation is thus mostly continuous, the exam taking the form of an oral presentation and discussion of the group project.</p> <p>Students who will not have handed in any part of the continuous evaluation (evaluation parts b, c, and d above) will not be admitted for the re-sit session in August. The re-sit consists of:</p> <ul style="list-style-type: none"> <li>• If the evaluation part a is failed (group assignments), a revised version of the group project (on the same topic or a new one) is to be submitted and presented in August. The weights of this part for the final grade remain similar as for the first sit, i.e. respectively 40% (paper) and 10% (presentation) of the final grade.</li> <li>• If the student's average for the evaluation parts b, c, and d (individual assignments) is below 10/20: A new written individual assignment taking the form of the analysis of a case study, based on the concepts learned during the course and making use of the articles that were part of the compulsory readings. The grade obtained for this new assignment will replace the average grade obtained for the evaluation parts b, c, and d for the first sit and will thus count for 50% of the final grade.</li> </ul>

Teaching methods	<p>This course rests on a variety of teaching methods:</p> <ul style="list-style-type: none"> <li>• Home readings and individual assignments</li> <li>• On-site lectures and testimonies</li> <li>• On-site case study sessions</li> <li>• Group assignment, including fieldwork</li> </ul>
Content	<p>This course consists of the following topics:</p> <ul style="list-style-type: none"> <li>• Setting the stage</li> </ul> <ol style="list-style-type: none"> <li>1. Social entrepreneurship: What's behind words?</li> <li>2. Social entrepreneurs: profiles and drivers</li> <li>3. The opportunity: A matter of failures?</li> <li>4. Organizing for social and sustainable entrepreneurship</li> </ol> <ul style="list-style-type: none"> <li>• Challenges</li> </ul> <ol style="list-style-type: none"> <li>1. Acquiring and securing resources</li> <li>2. Revenue models</li> <li>3. Stakeholder management and governance</li> <li>4. Impact measurement</li> <li>5. Growth and scaling</li> <li>6. The social business plan</li> <li>7. Is social/sustainable = ethical?</li> </ol>
Bibliography	<ul style="list-style-type: none"> <li>• Articles scientifiques mis à disposition sur moodle.</li> <li>• Compendium of scientific articles communicated via Moodle and a bundle of case studies to be bought on The Case Centre.</li> </ul>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Business Engineering	<a href="#">INGM2M</a>	5		
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] in Management	<a href="#">GESM2M</a>	5		
Master [120] in Business Engineering	<a href="#">INGE2M</a>	5		
Master [120] in Law	<a href="#">DROI2M</a>	5		
Master [120] in Public Administration	<a href="#">ADPU2M</a>	5		