

## Business understanding and doing social entrepreneurship

Title	Business understanding and doing social entrepreneurship
Semester	E2023
Master programme in	Social Entrepreneurship and Management / Social Entrepreneurship and Management
Type of activity	Course
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at <a href="https://ruc.dk">ruc.dk</a>

### REGISTRATION AND STUDY ADMINISTRATIVE

Registration	<p>You register for activities through <a href="#">stads selvbetjening</a> during the announced registration period, which you can see on the <a href="#">Study administration homepage</a>.</p> <p>When registering for courses, please be aware of the potential conflicts and overlaps between course and exam time and dates. The planning of course activities at Roskilde University is based on the recommended study programmes, which should not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programmes, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Number of participants	
ECTS	5
Responsible for the activity	Lone Samuelsson ( <a href="mailto:losa@ruc.dk">losa@ruc.dk</a> )
Head of study	Luise Li Langergaard ( <a href="mailto:luiseli@ruc.dk">luiseli@ruc.dk</a> )
Teachers	
Study administration	IMT Registration & Exams ( <a href="mailto:imt-exams@ruc.dk">imt-exams@ruc.dk</a> )
Exam code(s)	U60222

### ACADEMIC CONTENT

Overall objective	The objective of this course is to equip students with the tools necessary to do social entrepreneurship as a business. The course deals with business planning and resource analysis, which are mainly oriented towards the production and analysis of the business plan and resources,
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Detailed description of content

social as well as economic, of the social enterprise. The course also presents tools for doing social entrepreneurship to allow students to develop practical skills.

The course addresses the question of what is a good social business/ enterprise idea and how to evaluate it. It also engages with strategy and megatrends, mission, vision and marketing, business models and business model canvas in light of the dual mission of social enterprise. A number of examples and cases are introduced for students to understand and work with business models. And they work with their own business idea using the theoretical framework of the course. The overall goal of the course is to demonstrate planning competences and business acumen through the preparation of a business plan for social enterprise

- Themes: Business understanding, vision/mission, strategy, business development, industry analysis, environment analysis, marketing, resource planning.
- Central questions and problems: What is a good social business idea?
- How do you find out, if it is / how do you assess the social business idea?
- Which general business tools can be used for social enterprises, and how can you alter them to work better for social enterprisers
- Purposes: To strengthen the students understanding of the business part of social enterprises
- Methods: The lecture starts with an hour of basic business tools and theories addressed to the students, who do not have a bachelor in business. The next two hours the theory is applied to social enterprises, and we look at cases. The last hour the students work on their own case with the needed supervision
- Concepts, theories: Business understanding, SWOT, Porters 5 Forces, PESTEL, Dual mission, business development canvas, finance gap, financing startups, budgeting, marketing, legal entities
- Data, materials: different articles on business development and social enterprises

Course material and Reading list

Overall plan and expected work effort

#### Study intensity

5 ECST = 135 hours

Calculation of expected work:

Teaching hours: 8 sessions of 4 hours each, in total 32 teaching hours.

Preparation for classes 32 hours.

Working with their own business plan 44 hours. Preparation for exam 25 hours and exam 2 hours, including preparation and waiting.

#### Teaching and learning activities

- In class teaching
- Exercises
- Working with their own case
- Presentations

	<ul style="list-style-type: none"> <li>• Peer feedback</li> <li>• Homework individually/in study groups</li> <li>• Supervision of work with cases</li> </ul>
Format	
Evaluation and feedback	<p>The course is evaluated with an individual survey and with an oral evaluation in class of the last session of the course.</p> <p>Students receive feedback and engage in dialogue as part of plenary discussions in class sessions.</p>
Programme	
<b>ASSESSMENT</b>	
Overall learning outcomes	<p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Distinguish between business models relevant for social entrepreneurship and explain central dimensions of resource planning and business planning.</li> <li>• Apply tools and techniques for strategy development and analysis of externalities that could affect the social enterprise. Present and compare different marketing strategy models and conduct an industry analysis for social enterprises.</li> <li>• Assess and develop a good idea into a business idea and demonstrate planning competences and business acumen through the preparation of a business plan for social enterprise.</li> </ul>
Form of examination	<p>Individual written take-home assignment</p> <p>The character limit of the assignment is: 12,000-16,800 characters, including spaces. The character limit includes the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.</p> <p>The duration of the take-home assignment is 48 hours and may include weekends and public holidays.</p> <p>Assessment: Pass/Fail. Moderation: Internal co-assessor.</p>
Form of Re-examination	Samme som ordinær eksamen / same form as ordinary exam
Type of examination in special cases	
Examination and assessment criteria	<p>It will be assessed to which degree the student demonstrates:</p> <ul style="list-style-type: none"> <li>• a good understanding of the business part of the social enterprise</li> <li>• that they can use the theory learned on a practical case</li> <li>• ability to apply business tools on social enterprises</li> </ul>

- that they understand and can use the frameworks: Social business canvas, environment and industry analysis, mission/ vision and dual mission problems

Exam code(s)    Exam code(s) : U60222

Course days:

Hold: 1

## Business understanding and doing social entrepreneurship (SEM)

time        15-09-2023 08:15 til  
              15-09-2023 12:00

location   44.2-40 - theory room (50)

Teacher   Lone Samuelsson ( losa@ruc.dk )

## Business understanding and doing social entrepreneurship (SEM)

time        22-09-2023 08:15 til  
              22-09-2023 12:00

location   44.3-40 - teorilokale (50)

Teacher   Lone Samuelsson ( losa@ruc.dk )

## Business understanding and doing social entrepreneurship (SEM)

time        29-09-2023 08:15 til  
              29-09-2023 12:00

location   43.3-29 - teorirum (50)

Teacher   Lone Samuelsson ( losa@ruc.dk )

## **Business understanding and doing social entrepreneurship (SEM)**

time 06-10-2023 08:15 til  
06-10-2023 12:00

location 03.1-ne01 - auditorie c (50)

Teacher Lone Samuelsson ( losa@ruc.dk )

## **Business understanding and doing social entrepreneurship (SEM)**

time 13-10-2023 08:15 til  
13-10-2023 12:00

location 03.1-ne01 - auditorie c (50)

Teacher Lone Samuelsson ( losa@ruc.dk )

## **Business understanding and doing social entrepreneurship (SEM)**

time 27-10-2023 08:15 til  
27-10-2023 12:00

location 11.1-047 - studiesal (40)

Teacher Lone Samuelsson ( losa@ruc.dk )

## **Business understanding and doing social entrepreneurship (SEM)**

time 03-11-2023 08:15 til  
03-11-2023 12:00

location 44.3-40 - teorilokale (50)

Teacher Lone Samuelsson ( losa@ruc.dk )

## **Business understanding and doing social entrepreneurship (SEM)**

time 06-11-2023 08:15 til  
06-11-2023 12:00

location 44.3-40 - teorilokale (50)

Teacher Lone Samuelsson (losa@ruc.dk)

## Business understanding and doing social entrepreneurship - Written examination (SEM)

time 08-11-2023 10:00 til  
10-11-2023 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

## Business understanding and doing social entrepreneurship - Written reexamination (SEM)

time 05-02-2024 10:00 til  
07-02-2024 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt