

## **Social Entrepreneurship: Business Models of the Future.**

Paris, 09/10/12/13 July 2012  
**16 contact hours / 2 ECTS credits**

The world is just beginning to recognize and value the role of the „social entrepreneur“. Social Entrepreneurs are being recognized in many parts of the world for the work they do in alleviating poverty and finding unique solutions to problems of underdevelopment faced by the world. Social entrepreneurs work in non-profit organizations, in public and private sector entities. The modern manager, in any of these settings, is being called upon, not only to derive maximum profits, in the case of the private sector, but also to satisfy the triple bottom line- social responsibility, environmental consciousness and financial sustainability. In the social sector, they are driven by passion, compassion and „wanting to make a difference“ but, at the same time, are under immense pressure to wean away their organizations from dependence on donor funding and to put in sustainable mechanisms that match core competencies to community needs. The next generation of managers should be able to take decisions and be responsible for all of the above. He / She should also be able to identify and develop products, services and marketing strategies that would alleviate the problems that the world is facing and built in strategies that address problems that the nation state has been striving to find solutions.

For the large number of poor people in the world, for the world that is driven by profit, for a world that has been using up natural resources, for a world that had depended on the nation state to find solutions, will the notion of social entrepreneurship be the answer. The three sectors, Private, Public and Social identify its core activities and are manned by social entrepreneurs who identify social issues, look at core competencies and find solutions. The modern manager must be able to decide on the best sector that can manage a particular issue or use a combination of many sectors, to identify best practices and be brave enough to break out of the mould of current practice of leaving everything to the nation state. Over and above that, the modern manager must ensure that there are profit-making ventures that address these issues. These organizations are called „social profit organizations“.

### **Course Schedule**

- History of development.
- What is the role of public, private and the social sectors in an economy?
- What is the role of each of these sectors in eradicating poverty?
- What is Social entrepreneurship?
- What is the role of the manager in modern business? Is it only the generation of profit?
- How can the private sector assist in alleviating poverty and make it profitable?
- What are social profit organizations and what do they do?

### **Learning Objectives**

- The student must be able to track the evolution of society in regards to the market economy from the time of the industrial revolution to the post capitalist society.
- The student must be able to define “social responsibility, social entrepreneurship and environmental consciousness” in their own words.

- The student must be able to demonstrate an understanding of the roles of the three sectors operating in an economy, namely the private, public and the social sectors. The student must be able to explain the need of the social sector.
- The student must be able to demonstrate understanding of, appreciation for, the need for, the importance of and the profit making opportunity available when providing goods and services tailored for under-privileged people.
- The student must be able to demonstrate understanding of the strategies available to move a non-profit organization from total dependence on donor funding to greater financial independence.

### **Assessment**

- Participation in group discussions: 5 %
- Definition of social entrepreneur in own words 5 %
- Oral presentation 20 %
- Written Exam 70 %

### **Reading List**

Ashoka Foundation, What is a Social Entrepreneur? [www.shwabfound.org/definition.htm?p=101](http://www.shwabfound.org/definition.htm?p=101)

Prahalad C, "The fortune at the end of the pyramid-eradicating poverty through profits", Wharton School Publishing, 2006.

Schwab Foundation: What is a Social Entrepreneur? [www.ashoka.org/social\\_entrepreneur](http://www.ashoka.org/social_entrepreneur)

Yunus Mohammed: "Creating a World Without Poverty", Perseus Books, 2007.