Course Syllabus: SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP

Language of Instruction: English
Professor: Jeaninne Horowitz Gassol
Professor's Contact and Office Hours: Office 20.151 Jaume 1 building. Office hours: Tuesdays 12:00
Course Contact Hours: 30 hours
Recommended Credit: 4 ECTS credits
Weeks: 3
Course Prerequisites: None
Language Requirements: B level English

Time modules: Monday to Thursday, 3pm to 5:30pm

Course Description:
The world is faced with serious and complex social and environmental problems that require a deep understanding of the systems where they occur in order to find innovative solutions. This course introduces students to the concepts, strategies and processes of social innovation and social change. We will examine the state of the world from a social economic perspective and learn how social innovation can help solve existing and future problems. We will explore social entrepreneurship as the vehicle for social innovation, and learn about its challenges and opportunities. We will learn that innovation and entrepreneurship requires a mentality that is not deterministic, in order to deal with the uncertainty and complexity.

Keywords: Innovation, systems thinking, complexity science, entrepreneurship, social development.

Learning Objectives:
At the end of the course, the student will:

- Acquire a greater understanding of the social economy—the core issues, complexity, challenges and opportunities.
- Have a greater understanding of the role of social innovation in dealing with social issues.
- Be able to apply systems thinking to social and environmental problems.
- View the social entrepreneur as a vehicle for social innovation, and learn to become one.
- Have a greater appreciation for the challenges social entrepreneurs face as they develop social organizations.

Course Workload
100 hours of student workload. 20 hours of theoretical lectures (given as in class interactive lectures) and 10 hours of seminar like sessions (with in class team exercises, brainstorming, documentary watching and discussing, invited speakers, field work) plus 70 hours work outside the classroom for reading, study, research and teamwork.
**Methods of Instruction:**
Two-hour class sessions five times a week for three weeks.

We will use a variety of pedagogical approaches:

— Lectures to provide structured introductions to key concepts. – Students are presented with content, motivated and challenged to reflect on issues. Issues are clarified and expanded upon.

— Assigned readings to deepen understanding.

— Interactive class discussions and debates (participation is expected). –Analysis of videos, case studies exchange of ideas and different perspectives

— In class team exercises (creativity and brainstorming)

— Team assignments and presentations

— Conferences by invited speakers and/or visits to social enterprises.

**Method of Assessment**

- Class Participation: 20 percent
- Individual reflection paper: 10 percent. Each student will reflect on what they have learned from the course and how the learning will affect him/her in his/her future professional and leadership roles. Max. 3 pages.
- Research paper on social innovation and social entrepreneurship: 30 percent. Students working in teams will research a specific social problem in Europe and enterprises working in the area and will write a research paper and present their findings to the rest of the class.
- Partial Exam 1: 20 percent
- Partial Exam 2: 20 percent

**BISS Absence Policy**

Attending class is mandatory and will be monitored daily by the professor. The impact of absences on the final grade will be announced soon.

The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Director of the UPF Summer School.

**Classroom Norms:**

- No food or drink is permitted.
- Students must come to class fully prepared and actively participate.
- No mobile phones are allowed
- The use of computers will be allowed for certain activities.

**Course Contents:**

**Session 1 Introduction to the course**
Course description
The state of world. What is happening? Why do we need social change?

**Session 2 Innovation for social change**
What is social innovation? Definitions and interpretations
Session 3 The evolution of social corporate responsibility
The emergence of the fourth sector

Session 4 In class work. Choosing a social issue
Discussion of guidelines for part I of the research paper
Theoretical basis of social innovations
Disruptive social innovation

Session 5 Theoretical basis of social innovations
Disruptive Social innovation (cont)
Share value

Session 6 Theoretical basis of social innovations
Bottom of the pyramid

Session 7 First partial exam and introduction to social entrepreneurship
Defining social entrepreneurship.
What is social entrepreneurship?

Session 8 Invited speaker or visit to a social enterprise

Session 9 Discussion of guidelines for part II of the research paper
The link between innovation and entrepreneurship.
The entrepreneurship/innovation mentality
Systems thinking, non-determinism and complexity science.

Session 10 Social entrepreneurship models
Different social business models
The importance of collaboration

Session 11 Developing a social business model
From risk to opportunity
New social product and service development
Creating a community and infrastructure

Session 12 Second partial exam and student team informal presentations of the research paper: social innovation and social entrepreneurship.
Final conclusions and outcomes

Required Readings: The professor will assemble a reading course pack and will present an agenda with exact dates and readings for each session.

Recommended bibliography:
Students are encouraged to consult the following sources on their own.


Last revised, March 2018