

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА
КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Проректор з навчально-методичної роботи

Каріна ПУМАШКАЛО



Соціальне підприємництво
робоча програма навчальної дисципліни

Галузь знань	усі
Спеціальність	усі
Освітній рівень	другий (магістерський)
Освітня програма	усі

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Завідувач кафедри
підприємництва і готельно-
ресторанного бізнесу

Марина САЛУН

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVED"

Vice-Rector for Educational and Methodical Work

Karina NEMASHKALO



SOCIAL ENTREPRENEURSHIP
syllabus of the academic discipline

Field of knowledge	all
Speciality	all
Educational cycle	second (master degree)
Educational program	all

Course type	Elective
Language of teaching, learning and assessment	English

Head of Entrepreneurship
and Hotel& Restaurant business Department

Maryna SALUN

APPROVED

at the meeting of the Entrepreneurship and Hotel& Restaurant business Department
Protocol № 3 dated 29.10.2021.

Developer:

M. Salun, Doctor of Science in Economics, Professor of Entrepreneurship and Hotel& Restaurant business Department

K. Zaslavska, PhD in Economics, Associate Professor of Entrepreneurship and Hotel& Restaurant business Department

Update and re-approval of syllabus

Academic year	Date of the department`s meeting	Protocol №	Head of Department signature

Introduction

Abstract. Social entrepreneurship studies the practice of identifying, starting and developing a successful enterprise (organization) that seeks to promote social change through innovative solutions.

The discipline was developed within the framework of the scientific-educational project AUF “Formation à l’Entrepreneuriat social à l’Université” (“The Social Entrepreneurship Teaching at the University”).

This course focuses on the study of academic and practical experience of creating economic and social value in various sectors of the economy. Through case studies, lectures and dialogue in the classroom, students will learn to think strategically and act opportunistically, using a socially conscious approach.

The purpose of this discipline is to form a system of knowledge on planning, organization, management, coordination of the process of social entrepreneurship for the implementation of socio-economic development initiatives at different levels of management.

Main tasks: to acquaintance with the content, essence, purpose, tasks of social entrepreneurship, technology of management of social enterprises in different countries; to master the methods of diagnosis of modern socio-economic problems that can be solved within the system of social entrepreneurship; acquisition of theoretical knowledge and practical skills for the formation, establishment, development of social entrepreneurship in Ukraine with use of modern tools; to apply in practice the acquired knowledge in solving of socio-economic development problems at the community level; to substantiate the need of introducing the organizational changes and ways to involve people in change processes.

The object of the course is the processes that reflect various aspects of the initiation and development of social entrepreneurship.

The subject of the course is the organizational and economic support of social entrepreneurship.

Characteristics of the discipline

Year	1M
Semester	2
ECTS credits	5
Final control	credit

Structural-logical scheme of the discipline

Prerequisites	Postrequisites
The Basic of Entrepreneurship	Course work
Management	Training
Marketing	Graduate work

Competences and results of discipline studying

Competences	Study results
Ability to make informed decisions Ability to produce new ideas, solve complex problems and make scientifically grounded decisions in professional activities	Take socially responsible decisions, ensure leadership and autonomy in their implementation in professional activities Be able to carry out theoretical and applied research in the field of social centred business using modern methods and technologies

Syllabus of the academic discipline

Topic 1. Social entrepreneurship: content, essence, differences

Review of social entrepreneurship. Definition of social entrepreneurship. Goals and objectives of social entrepreneurship. The main features of social entrepreneurship. How social entrepreneurship is compared to commercial enterprises, traditional non-profit service providers and social activity. Approaches to social entrepreneurship in different countries.

Topic 2. Social entrepreneurship ecosystem

Beneficiaries and customers of social entrepreneurship. Public and private sector in the ecosystem of social entrepreneurship. The impact of investors on the social entrepreneurship ecosystem. Universities, independent research organizations and other institutions of the social entrepreneurship ecosystem

Topic 3 System thinking for social entrepreneurship

Assessment of opportunities for social change and development of social change projects at the level of the territorial community (individual population group). Ethics in social entrepreneurship. Fundamentals of ethics in social entrepreneurship.

Topic 4. Design thinking for social entrepreneurship

Design thinking approach to social entrepreneurship. Design thinking methodology focused on social entrepreneurs. The process of developing a social entrepreneurship project.

Topic 5. Social entrepreneurship business models

Entrepreneur support model. Market intermediary model. Employment model. Service payment model. Low income customer model. Cooperative model. Model of market relations. Service subsidy model.

Topic 6. Social entrepreneurship projects financing

Sources of funding for social entrepreneurship projects - investments, grants, business angels, business plan competitions, etc. Financing models. Funding proposals.

Topic 7. Evaluation of results and measurement of social entrepreneurship projects impact

Impact assessment and scaling of social entrepreneurship projects. Study of concepts and tools for measuring effectiveness used in the social services sector, as well as concepts and tools for performance management.

The list of practical (seminar) classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

Teaching and learning methods

Intensification of teaching process, educational and cognitive activities of students provides to use both active and interactive learning technologies, including: mini-lectures, problem lectures, work in small groups.

Problem lectures - provide teoretical and practical knolege on a range of debatable issues. They contribute to form students' independent creative thinking and cognitive skills. Students become participants in scientific research and problem solving (Topic 2, 4, 7).

Mini-lectures provide teaching material for a short period of time (10-15 minutes) and are usually held as part of a study session (Topic 2, 4, 5).

Working in small groups allows to structurise practical classes in forms and content, to make

opportunities for each student to participate in the work on the topic of the lesson, to provide the formation of personal qualities and experience of group communication (Topic 1-7).

Presentations – speeches used to present certain results of the group, project work. Presentations can be both individual and in small groups (Topic 1-7).

Evaluating learning outcomes procedure

S. Kuznets KNUE uses a cumulative (100-point) system for assessing student knowledge. Knowledge assessment is carried out during the semester on lectures, practical classes and independent work, when performing individual tasks. The minimum amount of points scored that allows a student to pass the test – 60 points, the maximum amount – 100 points.

Current control knowledge assessment includes:

active work at lectures provides 2 point for each lecture and involves participation in discussions in the class, the ability to justify own position on the issues proposed for consideration (max 14);

active work in practical classes, defense of the results of tasks provides 4 points for each practical lesson (Topic 1-4, 6, 7) and 6 points (Topic 5), (involves participation in research and calculations in the process of performing individual tasks and tasks submitted for consideration in the classroom (max 30);

current tests on the topics of the discipline are posted on the website of personal educational systems of S. Kuznets KNUE and are evaluated with a maximum of 5 points for each (max 10);

group competency-oriented task (project proposals in social entrepreneurship) is estimated at a maximum of 25 points

independent work with literature, preparation of reports and presentations is estimated at 3 point (max 21).

The final grade is calculated by the sum of points obtained during the current control and is entered in the test "Statement of performance" in the discipline.

The final grade is set according to the scale given in the table “Grade scale: national and ECTS”.

Evaluation Scale: national and ECTS

The amount of points for all types of educational activities	ECTS	Score on a national scale	
		for exam, course project (work), practice	for the offset
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactorily	
60 – 63	E		
35 – 59	FX	unsatisfactorily	not credited
1 – 34	F		

Rating plan of the discipline

Topic	Forms and types of training		Evaluation forms	Max point
Topic 1	Classwork			
	Lecture	Social entrepreneurship: content, essence, differences	Active work on lectures	2
	Workshop	The most famous examples of social entrepreneurship (at least 6 examples of social entrepreneurship in Ukraine and the EU). Comparative analysis of the main features, directions, goals, support system of social entrepreneurship.	Active work on a workshop, presentation of results of performance of tasks	4
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	3
Topic 2	Classwork			
	Lecture	Problem lecture: Social entrepreneurship ecosystem	Active work on lectures	2
	Workshop	Mini-lecture: Identify the social problem, analyze the stakeholders. Describe the social entrepreneurship ecosystem according to the identified problem (interested communities, enterprises, management and control bodies). Formation of a base of international programs and tools of social entrepreneurship	Active work on a workshop, presentation of results of performance of tasks	4
			Tests on the topics	5
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	3
Topic 3	Classwork			
	Lecture	System thinking for social entrepreneurship	Active work on lectures	2
	Workshop	Modern ethics of interaction in social entrepreneurship.	Active work on a workshop, presentation of results of performance of tasks	4
	Individual work			
	Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	3

Topic 4	Classwork			
	Lecture	Problem lecture: Design thinking for social entrepreneurship	Active work on lectures	2
	Workshop	Mini-lecture: How to use HCD methodology for social entrepreneurs HCD methodology for social entrepreneurs	Active work on a workshop, presentation of results of performance of tasks	4
			Tests on the topics	5
	Individual work			
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	3	
Topic 5	Classwork			
	Lecture	Business models for social entrepreneurship	Active work on lectures	2
	Workshop	Mini-lecture: Generation of social entrepreneurship business ideas. Development of the CANVAS model	Active work on a workshop, presentation of results of performance of tasks	6
	Individual work			
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	3	
Topic 6	Classwork			
	Lecture	Social entrepreneurship projects financing	Active work on lectures	2
	Workshop	Development, substantiation and presentation of the CANVAS model	Active work on a workshop, presentation of results of performance of tasks	4
	Individual work			
Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	3	
Topic 7	Classwork			
	Lecture	Problem lecture: Evaluation of results and measurement of social entrepreneurship projects impact	Active work on lectures	2
	Workshop	Directions of social entrepreneurship, its intensity and efficiency (comparative analysis by countries)	Active work on a workshop, presentation of results of performance of tasks	4
Individual work				

	Questions and tasks for self-study	Search, selection and review of literature according to topic. Preparation for the presentation of tasks results	Individual surveys	3
Group competency-oriented task (project proposals in social entrepreneurship)				25
Total:				100

Recommended literature

Basic

1. Halunko Valentyn, Ivanyshchuk Andriy, Popovych Terezia Global experience of social entrepreneurship development // Baltic Journal of Economic Studies DOI: <https://doi.org/10.30525/2256-0742/2018-4-1-62-67>.

Carlo Borzaga, G.G.; Franchini, B.; Chiomento, S.; Nogales, R.; Carini, C. European Commission (2020) Social Enterprises and Their Ecosystems in Europe. Comparative Synthesis Report; Publications Office of the European Union: Luxembourg, 2020.

3. Gupta P., Chauhan S., Paul J., Jaiswal M. Social entrepreneurship research: A review and future research agenda. – J. Bus. Res. – 2020, № 113, P. 209–229.

Additional

4. European Commission (2020). Sectors of the Social economy in the EU: Social enterprises. [Электронный ресурс]. – Режим доступа: https://ec.europa.eu/growth/sectors/social-economy/enterprises_en.

5. Miesing P. Introduction to Social Entrepreneurship. [Электронный ресурс]. – Режим доступа: <https://www.albany.edu/faculty/miesing/teaching/socent/1%20Introduction%20to%20Social%20Entrepreneurship.pdf>

6. Social Enterprise Alliance (2018). [Электронный ресурс]. – Режим доступа: <http://socialenterprisecensus.org/>.

Internet

7. Website of PNS Simon Kuznets KNUE. Social entrepreneurship [Electronic resource]. -- Access mode: <https://pns.hneu.edu.ua/course/view.php?id=7682>.