

Module title	2.3 Social entrepreneurship
Workload (ECTS)	3 ECTS
Module coordinator	Dr. Kirsten Hillebrand
Contributing lecturers	<ul style="list-style-type: none"> • Patrick Bürgisser • Prof. Dr. Christian Hopp • Prof. Dr. Minou Afzali
Entry requirements	Builds on: <ul style="list-style-type: none"> • 0.1 Introduction to circular economy • 2.1 Circular business models
Description	<p>Social entrepreneurship has gained importance in recent years to address significant challenges such as poverty and the climate crisis. Therefore, it represents a universe of possibilities in current industries to reconfigure and devise new business models that alleviate current needs at the climatic, social and economic levels. This module explores holistically and practically the formulation of social business models, covering the different stages of social start-up development. The main topics to be discussed are listed below:</p> <ul style="list-style-type: none"> • (If necessary) innovation techniques (e.g., human centered design, value proposition design) for generating project ideas and business model innovations. • Design of social business model based on specific market needs (Social Business Model Canvas) and securing sustainable financing (e.g., internal financing, crowdfunding/investing, fundraising etc.). • Typical challenges and approaches to solutions through partnerships with civil society, business and government. • Methods and models for identification (concept and definition), planning (goals and KPIs) and evaluation (data collection) of impact (ecological, economic, social) as well as optimization measures for impact maximization. • Project communication, internally as well as externally especially through the practical implementation of pitches.
Learning outcomes and competences	<p>Outcomes:</p> <p>Students</p> <ul style="list-style-type: none"> • get an overview of the relevance and the potentials of social entrepreneurship • develop their own business idea with regard to the three sustainability dimensions • evaluate this idea with regard to its impact and market fit • present this idea externally in a credible and convincing manner as part of a pitch • work independently and self-organized in project groups <p>Competences:</p> <p>Participants develop A concrete social entrepreneurship project idea that is elaborated in terms of market need, sustainable financing, social-ecological impact and external communication, so that students could apply for funding (e.g., BFH SUSTAINS) and actually implement the idea.</p>
Assessment of learning outcomes	<ul style="list-style-type: none"> • Presentation of SE project as a pitch • Preparation of an investor pitch deck • Review of other projects as VC • Group work or single work



Didactic approach	<ul style="list-style-type: none">• Contact teaching (based on flipped classroom)• Individual and group exercises• Feedback on test presentations• Learning videos• Guest lecture
Project-based learning	Students learn the theoretical content through practical application to their respective projects
Links to other modules	<ul style="list-style-type: none">• 2.1 Circular business models• 3.1 Society and technology• 4.4 Impact assessment• 4.5 Circular design
Bibliography	Literature will be provided before the start of the module.
Language	English
Location	Bern