

VENTURING FOR SOCIAL GOOD – IDEATION EXPEDITION

Master course (ECTS: 7)*

**also for Bachelor students in their final year*

Course leader:

ŻUR Agnieszka, Krakow University of Economics, Poland

Agnieszka Żur is an assistant professor at the Department of Entrepreneurship and Innovation at the University of Economics in Krakow. She is passionate about education and an experienced educator at all three levels of higher education. Author of academic course programs based on flipped learning and social constructivism, as well as many publications in the field of organizational entrepreneurship, social entrepreneurship and higher education. Agnieszka is the director of the Executive MBA program at the Krakow School of Business. <https://www.ksb.biz.pl/pl-PL/text/studia-mba/executive-mba>

Aims of the course:

The overarching aim of this course is to develop a socially aware entrepreneurial mindset and develop entrepreneurial and transversal skills.

Key ILOs (individual learning objectives):

- Gain an in-depth understanding of social venturing in all business contexts
- Grow general business competence and mindset
- Apply business ideation tools (problem mapping, empathy map, persona profile, business model canvas, customer journey map, pitching planner)
- Explore/develop own interests
- Exercise critical and creative thinking
- Grow teamwork skills and communication skills

Prerequisites:

Prior business or entrepreneurship course nice to have, but not required.

Course content:

DATE	DAILY TOPIC/SESSION
Monday, 8 July	Course introduction (1h) Introduction to Design Thinking Framework, course content and organization
Tuesday, 9 July	Lectures (3h) Defining social problems (lecture and discussion). Delancey Street Foundation case study.
Wednesday, 10 July	Lectures (3h) Understanding various types of social ventures around the world (lecture and discussion). Social venture showcase – stories from around the world (student presentations and discussion)
Thursday, 11 July	Lectures (3h) Entering the Problem Space: identifying social problems. Opportunity Marketplace and teams' formation. Researching and mapping the problem (workshop/teamwork).
Friday, 12 July	Lectures (3h) Creating persona profiles using empathy maps (workshop/teamwork).
Monday, 15 July	Lectures (3h) Formulating the Problem Statement. Public speaking espresso workshop. Pitching session and feedback.
Tuesday, 16 July	Lectures (3h) Entering the Solution Space: looking for solutions and evaluating existing ones around the world (teamwork/workshop). Social venture mission, vision, plan (lecture and discussion).
Wednesday, 17 July	Lectures (3h) Legal forms and models of blending social goals with commercial activity (lecture and discussion). Designing your business model (teamwork/workshop)
Thursday, 18 July	Lectures (3h) Causation vs effectuation (lecture and discussion). Designing the customer journey.
Friday, 19 July	No lectures (day off)
Monday, 22 July	Lectures (3h) Presenting prototypes. Feedback session.
Tuesday, 23 July	Lectures + Preparation for final examination (3h) Pitching prep session. Best practice pitching examples. Public speaking espresso workshop. Practice pitching.
Wednesday, 24 July	Final exam and pitching session.

Course materials / List of readings:

1. Leading textbook which includes case studies from all over the world: Žur, A. (2020). Social Enterprises in a Global Context: Theory, Cases and Practice. Wydawnictwo Uniwersytetu Ekonomicznego w Krakowie (pdf supplied by course leader)
2. Dees, J. G. (2007). Taking social entrepreneurship seriously. SOCIETY-NEW BRUNSWICK-, 44(3), 24. (open online access)
3. Thompson, J. D., & MacMillan, I. C. (2010). Making Social: Ventures Work. Harvard business review, 88(9), 66-73. (open online access)
4. Leavy, B. (2021). Hubert Joly: The new capitalism formula—purpose first, people at the center, then profits. Strategy & Leadership, 49(3), 11-17. (open online access)
5. Selected content from: <https://effectuation.org/>
6. Tim Brown Design Thinking pioneer 2009 TED talk: <https://www.youtube.com/watch?v=UAinLaT42xY>
7. Selected content from: <https://www.interaction-design.org/literature/topics/design-thinking>

8. Templates and canvases delivered by course instructor: problem mapping, empathy map, persona profile, problem statement canvas, business model canvas, customer journey map, pitching planner, Problem Space Activity Log, Solution Space Activity Log

Teaching and examination methods:

Methods of work: The course is based on social constructivist pedagogy principles and requires participants to become the co-creators of the educational journey. It employs design thinking framework to engage participants in a series hands-on workshops of new venture ideation process. Students work in teams of 4, guided and supported by the facilitator, who is an expert in social entrepreneurship. Students gain insight into the subject matter through: lectures, discussions, inspiring and relevant readings, case studies and videos. They engage in teamwork, research, reflection and action. Participants activate all learning techniques: visual, auditory, read/write and kinaesthetic. They together construct new, context-specific and creative ideas and knowledge, which they internalize through reflection on action (Activity Logs) and demonstrate during two pitching sessions.

Assessment strategy: 50% of the final grade is the pitch of the team project (team mark). This will be the effect of team's work presenting the problem/challenge and the proposed solution. 25% of the final grade is work in class evidenced by two individual activity logs (individual mark). 25% of the final grade is the Final Exam covering key content from the textbook (individual mark).

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	