

Introduction to Entrepreneurship and Sustainability challenges

GR.1B - ON SITE (EM1F4M4A1B)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Introduction to Entrepreneurship and Sustainability challenges : 5 ECTS. <ul style="list-style-type: none">• BEM Bachelor in European Management• PGE 2A - English track
Discipline	Entrepreneurship
Year	2020
Semester	A
Open for visitors	yes (5 ECTS)
Available spots	20

Coordinator

Felix OSTERTAG

Lecturers

Instructor	Population	Email
Felix OSTERTAG	Population	
Felix OSTERTAG	Population	

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

BEM Bachelor in European Management

PGE 2A - English track

Description

Course language: English.

Society is increasingly prioritizing sustainability and, by extension, expecting sustainable value creation from entrepreneurs. In this regard, social businesses, defined as organizations that 'pursue a social mission while engaging in commercial activities to sustain their operations' (Battilana and Lee, 2014: 399), operate alongside regular for-profit companies. More and more social businesses (or social enterprises) are being created to tackle a diverse set of sustainability challenges (i.e. a series of societal and/or ecological problems) with their particular business model, and research in this context is accumulating. However, although expectations may have changed to some degree, to survive, such companies must also have a competitive advantage. This course addresses the particular challenges social businesses and their entrepreneurs face in order to achieve their dual mission by making use of real case studies of social entrepreneurs that are reflected against the backdrop of different theoretical frameworks.

This course aims to generate a better understanding of the sustainability challenges that society faces and its implications for new social businesses and

their business models. We will discuss and analyze the role businesses might play in solving social and environmental issues on a global and local scale. More specifically, we will have a look at the topic of sustainability from a social entrepreneurship angle.

By focusing on social enterprises and their entrepreneurs, we will analyze how such companies and their founders target prevalent social and environmental issues. By making use of empirical insights (e.g. from Europe and Africa), we will analyze how aspects like external enablers (institutional conditions), the management of tensions, social identities, trust, different partnership designs, threats of mission-drift, and/or the social business model in general affects the potential impact of social enterprises. In other words, we dig deep into the topic of social entrepreneurship to uncover facets that benefit the flourishing of a 'humane' entrepreneurship and responsible management of social enterprises to solve sustainability challenges.

Educational organisation

In class

Lectures

Tutorials

In groups

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** challenges for businesses related to sustainable development
- **Explain** how social businesses constitute a suitable vehicle to address some sustainability challenges
- **Demonstrate** a solid understanding of the challenges and opportunities that arise from dual logics inherent to social businesses
- **Analyze** how social entrepreneurs manage their businesses to achieve their mission
- **Incorporate** your insights from real business cases (e.g. interviews with social entrepreneurs) to enhance your understanding of what an entrepreneur needs to do to create financial and social/ecological value simultaneously
- **Argue** against the backdrop of provided theoretical foundations, which factors act as enablers and/or disablers to social value creation
- **Discuss** how business models of social businesses are catered to contribute to sustainable development
- **Compare** different types of social enterprises and social entrepreneur's characteristics

Outline

Part 1: The need of Sustainable Businesses

Chapter 01: Teaser: Organizations and the Anthropocene
Chapter 02: Sustainable Development and Business Ethics

Part 2: The Social Enterprise and its Entrepreneur

Chapter 03: Introduction to Entrepreneurship and Entrepreneurs
Chapter 04: Social Enterprises as Vehicles for Sustainable Development
Chapter 05: Psychology of (Social) Entrepreneurs

Part 3: Qualitative Insights into Social Enterprises

Chapter 06: In Search of a Better Understanding of Social Enterprises and Entrepreneurs
Chapter 07: Working with Qualitative Data of Social Enterprises (Real Case Studies)

Prerequisites

Key concepts to understand :

Knowledge of :

Basic knowledge of management concepts and good command of English required (oral and written).

Teaching material

Documents in all formats

- Syllabus
- Guide
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

For each of the topics covered, slides referring to recommended literature will be provided online.

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : ongoing

written + oral / individual / English / weighting : 30%

additional information : Active course participation (e.g., discussion rounds, questionnaires, and a brief quiz about the contents that have been covered in the lecture).

This evaluation serves to measure L01.2, L02.1, L03.1

Final assessment : last session

written + oral / in group / English / weighting : 70%

additional information : Team presentation on the analysis of social business cases against the backdrop of different theoretical frameworks and sustainability challenges. This includes the submission of an annotated Powerpoint presentation as well as supplementary documents to back the team's findings. Teams must be able to defend their presentation in a Q&A discussion round in front of the audience. Proof of performance consists of teamwork with identifiable individual contributions.

This evaluation serves to measure L01.1, L01.2, L02.1, L02.2, L03.1, L02.1, L03.1

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.