



ME2804 Social Innovation and Entrepreneurship 7.5 credits

Social Innovation and Entrepreneurship

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for ME2804 valid from Spring 2012

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Industrial Management

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

After the course the students will be able to:

- Explain and discuss the concepts of social entrepreneurship, the social impact of the enterprise, and/or the non-profit/NGO sector and its history
- Explain the concept and history of corporate social responsibility (CSR)
- Explain the concept of Social Return-on-Investment
- Calculate the Social Return-of-Investment of a business plan or a social venture development plan
- Identify usage of basic and advanced models of Public Relations planning and execution among social ventures
- Within a social venture execute basic models of Public Relations planning and execution
- Develop advanced not-for-profit business models.

Course contents

The aim of this course is to introduce students to the context of social innovation and social entrepreneurship. Through project work students will increase their understanding of various theories and practices from the field, while being exposed to the action-oriented skills required for developing and implementing a social innovation and/or creating the social-oriented new venture.

In our society social needs are addressed in a variety of different ways. Some of these needs are addressed mainly through public organisations, some in private spheres through associations or businesses, and others in informal organisations or maybe not at all. As changes occur in our society, the current practices we use to meet our needs will not necessarily be the same practices we use to meet our needs in the future. In response, a number of initiatives are emerging. The creation of these new initiatives is the focus of this course.

Social innovation involves the identification of new problems and finding new solutions for action, individually or collectively. Entrepreneurship, as the process of developing and carrying out these initiatives, focuses on creating new 'worlds' in our minds, in how we discuss these with others, and finally how we actually carry out concrete activities. Social innovation and entrepreneurship can, and probably will, involve logics from different sectors of society. During the course, ethical, moral and normative issues will be considered in relation to practical examples and project work.

The course's key topics are:

1. Social Entrepreneurship
2. Social Return-on-Investment (SROI)
3. Corporate Social Responsibility
4. Public Relations
5. Not-for profit business models

Disposition

The course will mix and match lectures with debates, discussions and workshops by the students as well as leaders in the field.

Specific prerequisites

Programme students at KTH must have a minimum of 120 university points.

For all other students 180 hp is required as well as English A + B, or equivalent.

Course literature

Will be announced at the start of the course.

Examination

- PRO1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Other requirements for final grade

The students grade will depend on:

- Participation
- Literature exam
- Reading assignments
- Course paper (Social Return-on-Investment plan and PR-plan).

Attendance is compulsory.

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.