

## **Mainstreaming Inclusive Innovation and Social Entrepreneurship in Higher Education**

2022-1-PL01-KA220-HED-000089820

# **Syllabus of the Course in Inclusive Innovation & Social Entrepreneurship**



## Course title:

# Inclusive Innovation and Social Entrepreneurship

## Introduction

Welcome to the course on Inclusive Innovation and Social Entrepreneurship! In today's rapidly evolving world, the focus of innovation is shifting from purely market-driven approaches to social innovation, prioritizing societal impact over mere financial gains. This contemporary shift is a response to pressing global challenges, such as inequality, poverty, and environmental sustainability, demanding innovative solutions that not only drive economic growth but also foster social good.

Inclusive innovation emerges as a critical subset of social innovation, specifically designed to address the needs of the most vulnerable and marginalized social groups. Unlike traditional innovation, which often benefits those already in privileged positions, inclusive innovation aims to create equitable opportunities, ensuring that the benefits of progress are shared broadly across all segments of society. This approach involves the active participation of underserved communities in the innovation process, recognizing their unique insights and fostering solutions that are culturally relevant and accessible.

At the intersection of inclusive innovation and social entrepreneurship lies a powerful paradigm that offers a competitive advantage to social start-ups. By embedding inclusivity into their core mission, social enterprises can differentiate themselves in the market, attract diverse funding sources, and build robust networks of support. Inclusive innovation not only enhances the social impact of these ventures but also strengthens their resilience and sustainability, making them more adaptable to changing socio-economic landscapes.

This course will delve into the principles and practices of inclusive innovation, equipping you with the knowledge and skills to design, develop, and scale socially impactful ventures. You will explore case studies of successful inclusive innovation and social enterprises, and engage in experiential learning activities and collaborative projects. Together, we will embark on a transformative journey to harness the power of inclusive innovation, driving meaningful change and fostering a more just and equitable world.





## Course credits

3 ECTS

## Course learning objectives

Upon successful completion of this course, the student will be able to:

- Understand what is inclusive innovation and social entrepreneurship
- Apply design thinking in inclusive innovations
- Know the tools for designing a social enterprise
- Gather skills needed to establish a social enterprise
- Assess the social impact and sustainability of the social enterprise
- Run a social enterprise effectively

## Course duration

The course lasts 75 hours, with the suggested workload:

| Module   | In class learning | Self-learning | Group work | Total |
|--|-------------------|---------------|------------|-------|
| Module 1: Inclusive innovation and social entrepreneurship                           | 6h                | 2,5h          | 6,5h       | 15h   |
| Module 2: Designing inclusive innovations to solve societal challenges               | 6h                | 2,5h          | 6,5h       | 15h   |
| Module 3: Tools for designing a social enterprise                                    | 8h                | 2,5h          | 4,5h       | 15h   |
| Module 4: Establishing a social enterprise   | 6h                | 2,5h          | 6,5h       | 15h   |
| Module 5: Ensuring sustainability of a social enterprise and measuring social impact | 8h                | 2,5h          | 4,5h       | 15h   |

## Course learning outcomes

| Module 1: Inclusive innovation and social entrepreneurship   |   |   |
|--|---|---|
| KNOWLEDGE  | SKILLS  | ATTITUDES   |
| The trainee will be able to: <ul style="list-style-type: none"> <li>• understand what inclusive innovation is</li> </ul> | The trainee will be able to: <ul style="list-style-type: none"> <li>• apply the concepts of inclusive innovation and</li> </ul> | The trainee will be able to: <ul style="list-style-type: none"> <li>• Recognize case studies of successful inclusive</li> </ul> |





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| <p>and how is it different from mainstream innovation;</p> <ul style="list-style-type: none"> <li>understand what social entrepreneurship is and how is it connected to inclusive innovation.</li> </ul> | <p>social entrepreneurship in real cases;</p> <ul style="list-style-type: none"> <li>identify and analyse social/environmental problems or needs in the local context.</li> </ul> | <p>innovations and social businesses.</p> |
|--|---|---|

### Module 2: Designing inclusive innovations to solve societal challenges

| KNOWLEDGE   | SKILLS   | ATTITUDES   |
|---|--|---|
| <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>understand the structure of the innovation process and describe its stages;</li> <li>identify the peculiarities of “design thinking” and “human-centred design” as frameworks conducive to social and inclusive innovation;</li> <li>related different creativity/innovation methods and techniques to different stages of the design thinking process.</li> </ul> | <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>use the “design thinking” approach to addressing social and environmental challenges;</li> <li>apply creativity/innovation techniques for designing an innovative solution to a social and/or environmental problem.</li> </ul> | <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>demonstrate creativity in the innovation process.</li> </ul> |

### Module 3: Tools for designing a social enterprise

| KNOWLEDGE   | SKILLS   | ATTITUDES   |
|---|--|---|
| <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>know how to use tools like PESTLE and others for macro and micro marketing environment analysis;</li> <li>understand how to design own Social Business Model;</li> <li>understand the process of identifying, evaluating and controlling risks within a social enterprise creation;</li> <li>know how to Use tools like SWOT analysis (to</li> </ul> | <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>evaluate the factors affecting the success of new social enterprise and drivers of the innovation process;</li> <li>use the business model canvas;</li> <li>quickly sketch out business models for multiple ideas;</li> <li>complete the task individually and to work collaboratively in social innovators teams;</li> </ul> | <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>be more aware of social and environmental issues and be inspired to take responsibility for addressing these challenges;</li> <li>deeper understand and feel empathy towards the socially affected people;</li> <li>develop problem-solving mindset and become more proactive in addressing societal issue;</li> </ul> |



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| <p>assess own strengths, weaknesses, opportunities and threats).</p> | <ul style="list-style-type: none"> <li>• create insights and synthesize information;</li> <li>• develop motivational skills arguments;</li> <li>• present arguments of identified opportunities and benefits of social business;</li> <li>• foster a risk-aware culture focused on effective risk management;</li> <li>• make evidence-informed decisions about risk management.</li> </ul> | <ul style="list-style-type: none"> <li>• educate greater sense of responsibility and motivation to contribute to positive social change.</li> </ul> |
|--|---|---|

#### Module 4: Establishing a social enterprise

| KNOWLEDGE   | SKILLS  | ATTITUDES  |
|---|---|--|
| <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>• set up a social enterprise;</li> <li>• compare the legal forms of running a business and the legal provisions in this area;</li> <li>• create a financial strategy and budget of the social enterprise.</li> </ul> | <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>• choose the right form of running a business;</li> <li>• use appropriate forms of management in a social enterprise;</li> <li>• understand management processes in a social enterprise;</li> <li>• develop and implement a financial strategy.</li> </ul> | <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>• run a business in market conditions;</li> <li>• expand his knowledge of the subject.</li> </ul> |

#### Module 5: Ensuring sustainability of a social enterprise and measuring social impact

| KNOWLEDGE   | SKILLS   | ATTITUDES   |
|---|--|---|
| <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>• know the key assumptions to ensure the continued operation and development of the social enterprise;</li> <li>• identify the risk factors limiting the continued functioning and development of the social business idea;</li> <li>• define objectives, activities and outcomes for the sustainable</li> </ul> | <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>• develop a plan for the operation and development of a social enterprise;</li> <li>• measure the impact of its activities on the environment and solving social problems;</li> <li>• present their idea synthetically in the form</li> </ul> | <p>The trainee will be able to:</p> <ul style="list-style-type: none"> <li>• understand the need to develop the business not only financially but also to address social and environmental needs;</li> <li>• develop management and analytical skills;</li> <li>• adopt an attitude of responsibility for the implementation of a social business idea and</li> </ul> |



|  |   |                                      |
|--|---|--------------------------------------|
| <p>development of the social enterprise;</p> <ul style="list-style-type: none"> <li>• know the principles of scaling a business as the next stage of its development;</li> <li>• identify tools for measuring the social impact of a social enterprise.</li> </ul> | <p>of a social enterprise business plan;</p> <ul style="list-style-type: none"> <li>• identify the production, staffing and financial needs necessary to ensure the development of the enterprise.</li> </ul> | <p>for tackling social problems.</p> |
|--|---|--------------------------------------|

## Teaching methods

The course is based on experiential learning methodology. Experiential learning is a cornerstone of effective (social) entrepreneurship education, providing students with hands-on opportunities to develop essential entrepreneurial skills. Unlike traditional learning methods, experiential learning immerses students in real-world scenarios where they can apply theoretical knowledge to practical challenges. This approach fosters critical thinking, problem-solving, creativity and innovation - key traits of successful (social) entrepreneurs. Research by Kolb (1984) highlights that experiential learning cycles, involving concrete experience, reflective observation, abstract conceptualization, and active experimentation, significantly enhance learning outcomes by engaging students deeply in the learning process<sup>1</sup>. Furthermore, research by Pittaway and Cope (2007) indicates that experiential learning not only enhances entrepreneurial competencies but also instils a proactive entrepreneurial mindset, empowering students to identify and seize opportunities in dynamic environments<sup>2</sup>. By bridging the gap between theory and practice, experiential learning equips aspiring innovators and social entrepreneurs with the tools and confidence needed to succeed in the competitive world of business.

The learning material developed specifically for the course includes:

- **Lectures**: Theoretical material underpinning the course, structured in modules and units.
- **Presentations**: PowerPoint slides based on the lectures.

<sup>1</sup> Kolb, D. A. (1984). *Experiential Learning: Experience as the Source of Learning and Development*. Englewood Cliffs, NJ: Prentice Hall.

<sup>2</sup> Pittaway, L., & Cope, J. (2007). Simulating Entrepreneurial Learning: Integrating Experiential and Collaborative Approaches to Learning. *Management Learning*, 38(2), 211-233. DOI: 10.1177/1350507607075776







- Case studies: Real-life examples of inclusive innovation, social enterprises, and social business processes that illustrate the theoretical content.
- Experiential learning activities: Assignments that lead students through the innovation and social enterprise planning process, resulting in a project portfolio for launching a social venture.

Each module of the course is structured in a way that foresees studying theoretical content first, and then implementing the experiential learning activities, either individually or collaboratively in small groups. As a final assignment, students present their inclusive innovation and social enterprise idea to external stakeholders at a pitching event.

## Course structure and content

**Introduction:** Guidelines, structure of the content, glossary

### **Module 1: Inclusive innovation and social entrepreneurship**

Unit 1.1 Sustainable development goals and societal challenges

Unit 1.2 Mainstream innovation, social innovation & inclusive innovation

Unit 1.3 Social entrepreneurship

Unit 1.4 Case studies of inclusive innovations and social enterprises in emerging and developed markets

Assignment: Identify market needs for inclusive innovation and social entrepreneurship

### **Module 2: Designing inclusive innovations to solve societal challenges**

Unit 2.1 Social innovation process

Unit 2.2 Design thinking and human centred design for inclusive innovation

Unit 2.3 Methods and techniques for design thinking

Unit 2.4 Case study

Assignment: Design Thinking for Inclusive Innovation

### **Module 3: Tools for designing a social enterprise**

Unit 3.1 Macro and Micro Marketing Environment

Unit 3.2 Social Business Model

Unit 3.3 Assessment of opportunities and risks

Unit 3.4 Case study





**Assignment: Designing a social enterprise**

**Module 4: Establishing a social enterprise**

Unit 4.1 How to set up a social enterprise

Unit 4.2 The legal forms of running a business and the legal provisions in this area

Unit 4.3 Management processes in a social enterprise development and implementing a financial strategy.

Unit 4.4 Case studies

**Assignment:** How to choose the optimal legal form for a social enterprise; How to set up a social enterprise in your country and obtaining sources of financing.

**Module 5: Ensuring sustainability of a social enterprise and measuring social impact**

Unit 5.1 Business sustainability and integration of social and environmental issues in the company's strategic plan (Development and scaling)

Unit 5.2 Measuring the social impact of a social enterprise

Unit 5.3 Case studies

**Assignment:** Verification of the business idea in terms of positive social impact and give ways to measure it,

**Overall assignment:** Inclusive Innovation & Social Start-Up Pitching Event

## Assessment options and grading rules

The final assessment is based on the results of practical assignments and the final project.

- Case studies and Practical assignments in each module: 40%

The contribution of each assignment to the total grade is presented in the table below.







|                 |   |           |  |
|-----------------|---|-----------|--|
| <b>Module 1</b> | <b>Identify market needs for inclusive innovation and social entrepreneurship</b>   | <b>8%</b> | <b>Case studies and Practical assignments<br/>40 %</b> |
| <b>Module 2</b> | <b>Design Thinking for Inclusive Innovation</b>   | <b>8%</b> |  |
| <b>Module 3</b> | <b>Designing a social enterprise</b><br><b>PESTLE</b><br><b>Competitive analysis</b><br><b>Social business model Canvas</b><br><b>SWOT analysis</b><br><b>Risk management</b> | <b>8%</b> |  |
| <b>Module 4</b> | <b>Task 1</b><br><b>Task 2</b><br><b>Task 3</b>   | <b>8%</b> |  |
| <b>Module 5</b> | <b>Verification of the business idea in terms of positive social impact and give ways to measure it</b>   | <b>8%</b> |  |

- **Final project and presentation: 60%**

Tasks can be done as a group work or individual.

## Recommended readings

Materials available on Partner Universities' e-learning platforms and papers and readings provided during lectures.



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