Boosting Social Entrepreneurship through Management Education

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First Lecture

- Go to the park
- Set up groups of 4-5 students
- Build a company that deals with 21\textsuperscript{st} century challenges
- Describe your business in 5 sentences
Second Lecture
What is social entrepreneurship?
Second Lecture
What is social entrepreneurship?

1. Identify a concrete social problem
2. To go the entire way from the idea until the implementation and management on their own responsibility
3. They developed a new approach in order to solve the problem
4. They bring together social and economic value creation
SOCIAL ENTREPRENEURSHIP:

Social + Entrepreneur = Social Entrepreneur
Social Entrepreneurs… solve problems and try to generate profits simultaneously

Do you know examples?
Social Entrepreneurs dilemma: a trade off among profit and social impact?

Or is it a synergy / leverage?
Social Entrepreneurs… form and create their own markets

- Fair Trade: 4.8 Mrd. $
- Carsharing: 5.6 Mrd. $
- P2P Lodging: 10 Mrd. $
- Open Education: 36 Mrd. $
- Green Energy: 47 Mrd. $ (D)
- Slow Food: 62 Mrd. $
Every fourth startup in the EU is a social entrepreneurship start up

> 60% of Social Entrepreneurs do not call themselves Social Entrepreneur

Profit area

Social Entrepreneur

Nonprofit area
Government and NGOs are unable to solve all social challenges alone.

SE concepts offer business potentials.

Innovation driver for big companies’ business and social cases.

Future alternative career/job.
Do you want to pitch your Idea in front of a professional jury?
Every global problem is a business opportunity