

Boosting Social Entrepreneurship through Management Education

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2nd PRME Chapter Meeting

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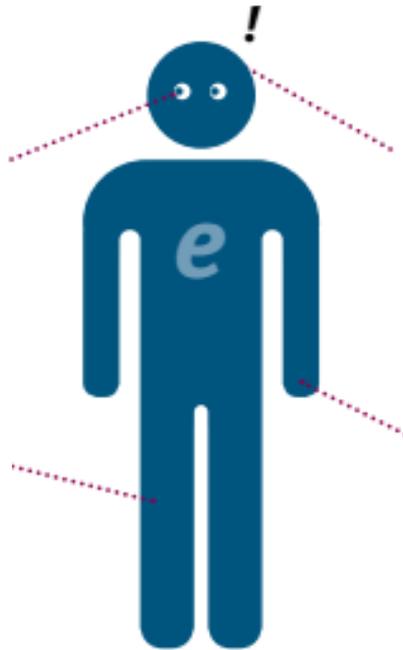
First Lecture

- Go to the park
- Set up groups of 4-5 students
- Build a company that deals with 21st century challenges
- Describe your business in 5 sentences



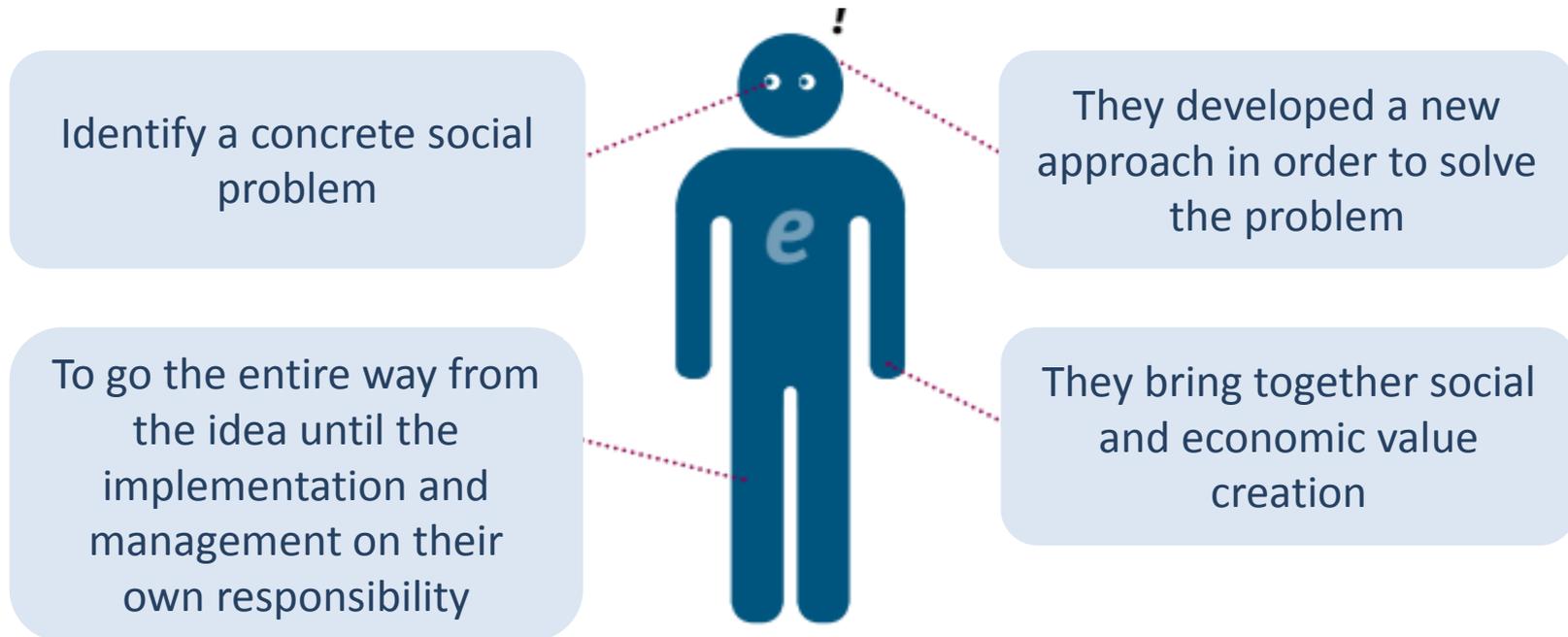
Second Lecture

What is social entrepreneurship?



Second Lecture

What is social entrepreneurship?



SOCIAL ENTRENEURSHIP:



Social

+



Entrepreneur

=

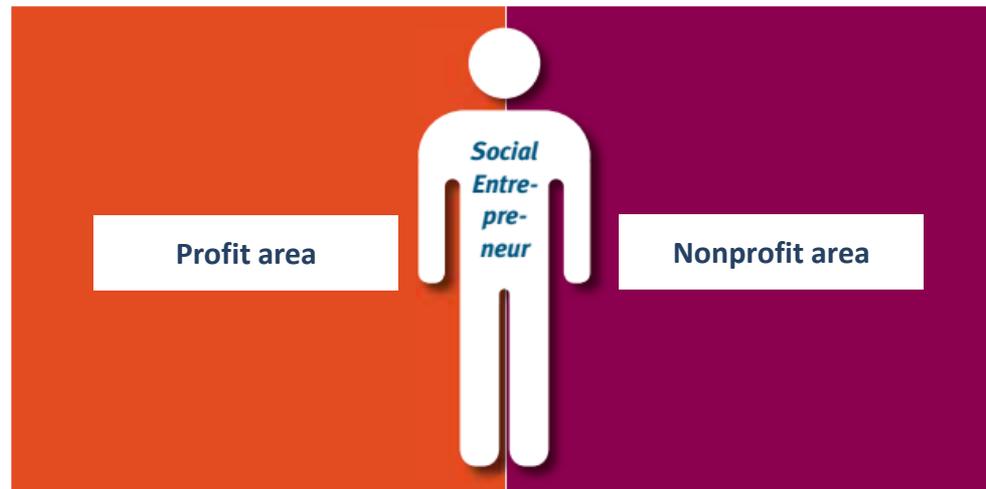


**Social
Entrepreneur**

Social Entrepreneurs...

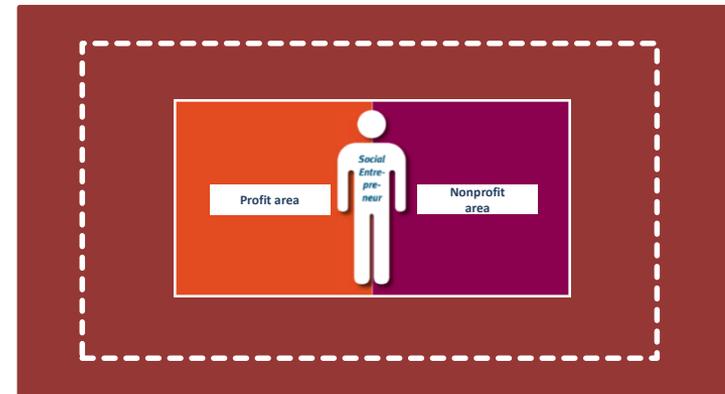
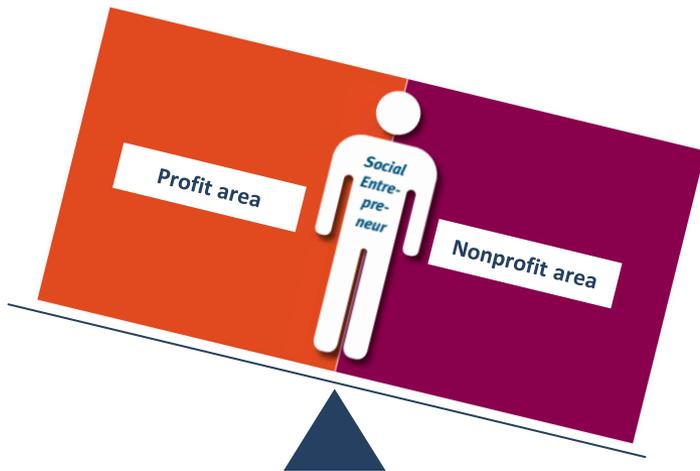
solve problems and try to generate profits simultaneously

Do you know examples?



Social Entrepreneurs
dilemma: a trade off among
profit and social impact?

Or is it a synergy /
leverage?



form and create their own markets



4,8 Mrd. \$



5,6 Mrd. \$



**P2P Lodging
10 Mrd. \$**



36 Mrd. \$



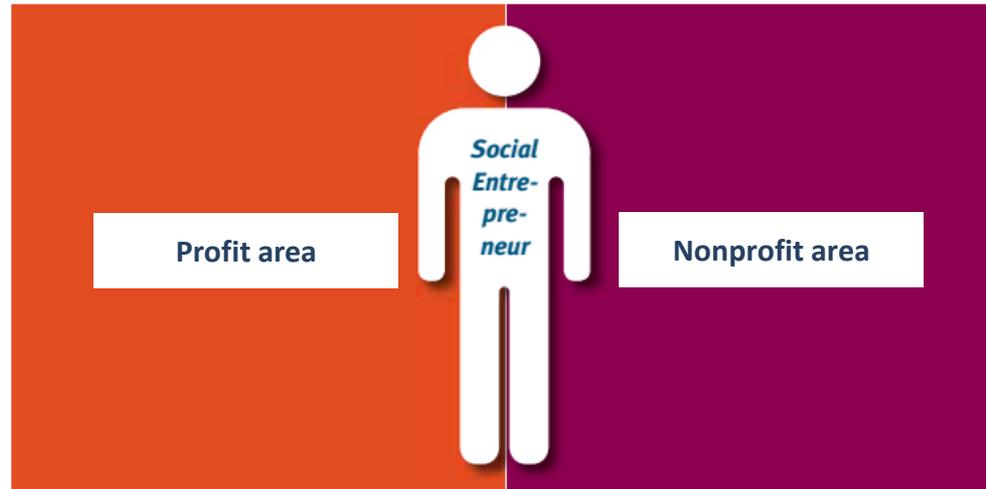
**Green Energy
47 Mrd. \$ (D)**


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



Why Social Entrepreneurship in Curriculum?

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