



# SIMONYI SUMMER SOCIAL ENTREPREURSHIP PROGRAMME

## General data

Course code:	B19GMB10E
ECTS credits:	6
Course type:	business elective
Semester:	fall
Course restrictions:	-
Course leader (with availabilities):	<b>Zsolt Bedő, Dr.</b> <a href="mailto:bedo.zsolt@tkk.pte.hu">bedo.zsolt@tkk.pte.hu</a> +36 72 501 599/ 23436
Further lecturer(s) (with availabilities):	-

## 1. Description and aims

Entrepreneurial activity does not have to be motivated by profit generation, but by triggering social change in the world. Social entrepreneurs look for opportunities, problems if you will, that affect society, but the solution does not carry significant monetary (profit) potential on the other hand does generate significant social change. Students throughout the course will learn about such social and environmental challenges that must be answered by someone in the form of a financially sustainable solution (product or service). Students' teams will have the freedom of selecting a social problem to be solved with the application of the business model generation framework studied and applied in the Introduction to Entrepreneurship course. Beside the BMG method teams will implement the lean startup method in order to build concept that are validated and as a result carry the real-life implementation potential.

## 2. Course Intended Learning Outcomes (CILOs)

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

1. Understand UN SDGs and their impact on the global and local environment. (PILO1)
2. Apply the method of opportunity seeking and recognition. (PILO2)
3. Apply the method of business model and value proposition generation method. (PILO3)
4. Analyze opportunities that emerge from different socio-economic challenges. (PILO4)
5. Evaluate feedback from future users given to the MVP produced by students (PILO3)
6. Create product and service concepts that can serve as a base for venture capital inclusion into their startup business. (PILO5)
7. Pull together resources in order to succeed in the product and or service building process (PILO5)



*(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)*

### 3. Content, schedule

The discussion of topics is divided into the following ten chapters:

1. Introduction of the course, defining social entrepreneurial activity
2. Team formation, Discussion on th UN SDGs and examples
3. Opportunity seeking and recognition
4. Business Model generation revisited
5. Value proposition
6. Product – market fit
7. Minimum Viable Product
8. MVP testing, hypothesis testing
9. Revenue model and cost structure and salability
10. Engaging your customers
11. Pitching your business concept
12. International Hackathon in biomedical area 2021.11.04-05. ONLINE

### 4. Learning and teaching strategy, methodology

This module applies Experiential learning method, which implies that students are required to actively engage in the so-called learning by doing activity. After understanding the concept of startups and the business model generation along with the lean methodology students have to start building their own business concept while experiencing the theoretical underlying in operation. Students have to engage with the stakeholders of the real-life business environment to test their product, service and business concepts. Being able to gather information during these validation events and to be able to process, analyze the gathered information will be crucial to succeed. Students at the end of the course will have the opportunity to pitch their business idea to real life venture capitalist. If their concept is viable investors might provide further funding to take the business to the next phase.

### 5. Assessment

*Formative assessment elements:* Oral feedback on in-class activities, and on the weekly project progress.

*Summative assessment elements:*

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CIOs
Group business model	50%	report	canvas, expanded material on the business model	one retake opportunity	yes	1,2,6,7
Supporting documentation	30%	documents	Bug list, MVP, Personas, Validation documents	one retake opportunity	yes	1,2,3,4
Pitch	20%	oral	in the framework of the final pitch presentation event	non	yes	4, 5, 6



\* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

## 6. Learning materials

- Constant Beugre, (2016). Social entrepreneurship, Managing and creation of social value, Routledge.
- <https://sdgs.un.org/goals>
- Alexander Osterwalder & Yves Pigneur: Business Model Generation, 2010, ISBN: 978-0470-87641-1
- Eric Ries: Lean Startup, 2010.
- All templates and tutorial will be accessible in the <https://openup.ptc.hu/feed> platform's project room.
- HBR articles distributed during the semester

## 7. Further information

<b>International</b> aspects embedded with the course
The course is running during the summer as an intensive course in cooperation with the College of Business of Ohio University GCP program. Within the framework of this cooperation 10-20 students and 2 faculty members from OU COB participate in the 3 week intensive program. International teams are formed from the UP and OU students. OU faculty incorporates learning strategies from the OU practices.
<b>Ethics, Responsibility &amp; Sustainability (ERS)</b> aspects embedded with the course
The whole course is dedicated to sustainability, including ethics and responsibility issues in business concept development theme.
<b>Connections to the world of practice</b> of the course
The projects are centering around the real needs and challenges of market actors from the for and from the non profit segment of the local economy. Governmental organizations also participate as possible clients or stakeholders of the development project.