

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Social entrepreneurship</b>								
2.2. Code	<b>19.0153IF3.2-0005</b>								
2.3. Year of study	<b>3</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Test</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>5</b>
2.8. Leaders	C(C)	<b>lect.univ.dr. HADAD S SHAHRAZAD</b>				shahrazad.hadad@fabiz.ase.ro			
	S(S)	<b>lect.univ.dr. HADAD S SHAHRAZAD</b>				shahrazad.hadad@fabiz.ase.ro			

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	69.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	4.00
Additional documentation in the library, on specialized online platforms and in the field	0.00
Preparation of seminars, labs, assignments, portfolios and essays	25.00
Tutorials	0.00
Examinations	40.00
Other activities	

## 4. Prerequisites

4.1. of curriculum	Introduction to business Entrepreneurship
4.2. of competences	Identification of the economic concepts and theories related to organizations/ companies

## 5. Conditions

for the C(C)	Lecture rooms with Internet access, equipped with video projector and blackboard
for the S(S)	Seminar rooms with Internet access, equipped with video projector and blackboard

## 6. Acquired specific competences

PREFESSIONAL	C4	Assistance with human resources management
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## 7. Objectives of the discipline

7.1. General objective	To understand the basic concepts related to social entrepreneurship and its particularities compared with traditional entrepreneurship
7.2. Specific objectives	<ul style="list-style-type: none"> <li>•To identify and understand different types of social entrepreneurship</li> <li>To establish a relation with the external environment and to identify opportunities to develop social initiatives</li> <li>To develop the capacity to critically analyze social problems/ challenges and to overcome them by finding innovative solutions</li> <li>To understand the steps required to develop and implement a social entrepreneurship project</li> <li>To understand the organizational structure and the processes within a social enterprise</li> <li>To understand and apply various theoretical and practical instruments and methods in order to find innovative solutions to specific challenges that might occur within the social entrepreneurship activity</li> </ul>

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction. What is social entrepreneurship? Concept, theories, dimensions. Historical development of social entrepreneurship and its current importance	Presentation, debates, video	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
2	Social entrepreneur: motivation, competencies, values. Similarities and differences between traditional and social entrepreneurship	Presentation, debates	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
3	Types of social entrepreneurship. Characteristics of social enterprise. Social entrepreneurship within NGOs. Social entrepreneurship within corporations- the CSR activity. Social entrepreneurship within various social networks and alliances	Presentation, debates, case studies	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
4	Social entrepreneurship and external environment. The role of social policies in order to foster and promote social entrepreneurship. Challenges when developing social entrepreneurship	Presentation, debates, guest lecturer	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture

5	International organizations with social objectives	Presentation, debates, case studies	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
6	Social entrepreneurship in Europe and worldwide. Practices, initiatives, and tendencies	Presentation, debates, case studies	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
7	Social entrepreneurship in Romania. Opportunities to develop social initiatives in Romania. Initiatives and projects within NGOs, governmental and private organizations. Best practice examples.	Presentation, field visit	Field visit in an organization
8	Innovative social projects. Best practice examples	Presentation, debates, case studies	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
9	Business model and business plan for social enterprise	Presentation, debates, guest lecturer	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
10	Possibilities of financing the social enterprise. Financial planning.	Presentation, debates	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
11	Management and marketing activity within social enterprises. Human resources within social enterprises.	Presentation, debates, case studies	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
12	Analysis of vulnerabilities and risk evaluation within social enterprises	Presentation, debates, case studies	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
13	Evaluation of the social value (social impact) of social enterprises. Assessment of organizational efficiency. Performance evaluation within social entrepreneurship	Presentation, debates, case studies	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture
14	Future perspectives of social entrepreneurship. Directions and development opportunities.	Presentation, debates, brainstorming	The lecture is usually based on a Power Point Presentation. Students should read the recommended bibliography in order to active participate at the lecture

### **Bibliography**

- Agoston, S. , Social entrepreneurship, Suport de curs in forma de prezentare Power Point, Bucuresti, România
- Certo, T.S., Miller, T. , Social Entrepreneurship: Key issues and concepts, Business Horizons, 2008
- Jiao, H., A conceptual model for social entrepreneurship directed toward social impact on society, Social Enterprise Journal, 2011
- Kotler, P., Lee, N. , Corporate Social Responsibility: doing the most good for your company and your cause., iley & Sons, Inc, 2005
- London, M., Morfopoulos, R. , Social entrepreneurship, Taylor & Francis, 2010
- Mair, J., Robinson, J., Hockerts, K. , Social entrepreneurship, Palgrave Macmillan, 2006
- Oster, S. , Strategic management for non-profit organizations- Theory and cases, Oxford University Press, 1995
- Peredo, A. M., McLean, M. , Social entrepreneurship: A critical review of the concept. , Journal of World Business, 2006

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction to seminar activity and assignments. Formation of the project teams.	Presentation and debates	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
2	Types of social entrepreneurship	Presentation and debates. Case studies.	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
3	Social entrepreneurship in NGOs. CSR activity in companies.	Case studies, video analysis.	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
4	Comparative and critical analysis of public policies related to social entrepreneurship	Case studies. Exercises in teams meant to stimulate active learning.	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
5	International organizations active in social field	Debates, video analysis	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.

6	Organizational analysis for the group project	Field visit	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
7	Discussions on the group project. Business model and business plan.	Debates, case studies	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
8	Social innovations	Debates, case studies	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
9	Financing of social projects	Case study	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
10	Performance assessment within social entrepreneurship	Individual and team exercises	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.
11	Presentation and debates on the group project	Presentation and debates	It is recommended to use multimedia presentations.
12	Presentation and debates on the group project	Presentation and debates	It is recommended to use multimedia presentations.
13	Presentation and debates on the group project	Presentation and debates	It is recommended to use multimedia presentations.
14	Seminar evaluation. Review before the final exam.	Questions and discussions	It is recommended to be familiar with the lecture reader and recommended bibliography in order to achieve fundamental knowledge needed to active participate at the discussions within the seminar.

***Bibliography***

- Agoston, S. , Social entrepreneurship, Suport de curs in forma de prezentare Power Point, Bucuresti
- Certo, T.S., Miller, T. , Social Entrepreneurship: Key issues and concepts, Business Horizons, 2008

- Jiao, H., A conceptual model for social entrepreneurship directed toward social impact on society, Social Enterprise Journal, 2011
- Kotler, P., Lee, N. , Corporate Social Responsibility: doing the most good for your company and your cause., John Wiley & Sons, Inc, 2005
- London, M., Morfopoulos, R. , Social entrepreneurship, Taylor & Francis, 2010
- Mair, J., Robinson, J., Hockerts, K. , Social entrepreneurship, Palgrave Macmillan, 2006
- Saebi, T., Foss, N. J., & Linder, S., Social Entrepreneurship Research: Past Achievements and Future Promises, Journal of Management, 45(1), 70-95, 2019, <https://journals.sagepub.com/doi/pdf/10.1177/0149206318793196>

**9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

Discussions with representatives from the business environment and employers about their expectancies and requirements regarding the skills and competences of future graduates

**10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	There is no evaluation at the lecture		0.00
10.2. S(S)	Students have to attend the seminar and to	Seminar activity	10.00
10.3. S(S)	Students should write a project on a specific	Written project	15.00
10.4. S(S)	Students should present the project and answer	Oral presentation	15.00
10.5. Final assessment	Students should have in depth knowledge of the	Final exam	60.00
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	<p>In order to pass the exam, students have to obtain minimum 50% of the total number of points allocated to this exam.</p> <p>In order to pass the exam, students have to obtain minimum 5 as final grade (the final grade is represented by the grade from the final exam and the points from the seminar).</p> <p>Students should have in depth knowledge of the concepts delivered within the lecture and seminar, the capacity to apply these concepts in real business situations and the capacity to make critical comparative analyses; students should be able to find innovative solutions for real business challenges using their creativity and critical thinking</p>		

Date of listing,  
10/25/2021

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,