

Social Entrepreneurship, Innovation & Fair Finance in Tourism

Module:	<i>Social Entrepreneurship: Innovation & Fair Finance in Tourism</i>			
Acronym:	Semester:	Type:		
SEIFFT	2nd semester/ once a year in summer semester	Elective module		
EMMA Code:	Module coordinator:	Lecturers:		
	Prof. Dr. Claudia Brözel	Prof. Dr. Claudia Brözel		
Sub-modules:	Examination prerequisite(s):	Examination form(s):	Weekly hours per semester:	ECTS:
No courses	none	(H) Development of a project idea and submission of a formulated execution schedule of the idea A presentation and discussion takes place during the course (R (ES))	4	6

Workload (h):	Teaching form(s):	Language:
presence education: 45 h self-study: 130 h final presentation 4,5	lecture, seminar, tutorial	English
Course prerequisites:	Recommended connections:	Usability in other curricula:
PM Nachhaltiges Unternehmensmanagement		
Content:		
<p>During the course the participants develop their own business concept or their way to enter the labour market of social companies mainly focused on the tourism industry. Students can choose between these two ways. In the course of time the students will form teams to develop their concepts and a presentation as a group. Students who aren't interested in founding an enterprise can work independent and just for exercises in different teams.</p> <p>The aim of the course is the creation of a presentation in the form of a Pitch). The critical analysis, the choice of the social problem, the depth of the analysis of the social problem and the execution schedule (as entrepreneur or applicant) will be graded. The pitch will be like a presentation for an investment (as entrepreneur) or like a job interview (as applicant). A Power Point presentation is optional. A jury of students draw by lot simulate investors or employers and ask questions after the presentation which will be graded, too.</p> <p>The students will learn a critical view on social companies and to find own application examples in this field. The students get an insight in the real world of work in social entrepreneurship and which working method suit the best to the personality type. The financial aspects of founding a social business are a focuss of the modul.</p> <p>The teamwork on a concrete business concept or the identification of a suitable job allows a substantive discussion, deepening of social skills and gives an approach to enter the social business sector.</p> <p>This module handels with content that could be brought into a line with the following sustainable development goals (SDG)</p> <ul style="list-style-type: none"> • 4. Quality education • 5. Gender equality • 8. Decent work and economic growth • 9. Industry, Innovation, and Infrastructure • 10. Reducing inequalities • 12. Responsible consumption and production 		

- 17. Partnerships for the goals

Goals:			percentage	indexing DQR
Professional skills	Knowledge	The course participants will have extensive knowledge and resources on social entrepreneurship and topics, as well as examples of successful entrepreneurs.	25	7
	Skills	The course participants learn to identify and solve social and societal problems by using techniques and tools of idea development like brainstorming. In addition, the participants learn conceptual and strategic skills (project planning, financing) to bring a project idea to realization and thus to develop a business model	25	7
Personnel competences	Social competence	The participants organize themselves in groups within the course and develop a project idea together. The participants jointly discuss social and societal topics in order to identify problems. During the course, a peer feedback system is used so that the participants rate each other and provide specific feedback.	25	7
	Autonomous working	The participants follow an online course module independently and work out their weekly material. In addition to participating in the online course, it is possible to communicate with other students in Germany from participating universities via chat and forums and to develop projects. The students organise themselves independently with regard to the acquisition of knowledge and work with the offered advanced tools and information sources new ideas that are discussed in groups	25	7

Literature:

The subject of this course is relatively recent so it is difficult to find standard literature but there are several web-based publications of relevant organisations.

Literatur

Achleitner, A.-K., Pöllath, R. & Stahl, E., 2007. Finanzierung von Sozialunternehmen, Stuttgart: Schäffer-Poeschel Verlag.

Achleitner, A.-K., Spiess-Knafl, W. & Volk, S., 2011. Finanzierung von Social Enterprises - Neue Herausforderungen für die Finanzmärkte. In Hackenberg, H. / Emptner, S. (Hrsg.) Social Entrepreneurship - Social Business: Für die Gesellschaft unternehmen. Wiesbaden: VS Verlag.

Jansen, S.A., 2013a. Begriffs- und Konzeptgeschichte von Sozialunternehmen; Differenztheoretische Typologisierungen. In Sozialunternehmen in Deutschland. Wiesbaden: Springer VS.

Jansen, S.A., 2013b. Skalierung von sozialer Wirksamkeit; Thesen, Tests und Trends zur Organisation und Innovation von Sozialunternehmen und deren Wirksamkeitsskalierung. In Sozialunternehmen in Deutschland. Wiesbaden: Springer VS.

Kromminga, L., 2015. Sozialer Tourismus: Armutsreduktion durch das Social Business Model im Tourismus, Hamburg: Diplomica Verlag

Kromminga, L., 2017. Gaps in the Impact Investing Ecosystem, Anchor Publishing.

Ney, S. et al., 2013. Social Entrepreneurship in Deutschland: Debatte, Verständnis und Evolution. In P. D. S. A. Jansen, P. D. M. Beckmann, & P. D. R. G. Heinze, eds. Sozialunternehmen in Deutschland. Wiesbaden: Springer VS, pp. 285–311.

Spiess-Knafl, W. et al., 2013. Eine Vermessung der Landschaft deutscher Sozialunternehmen. In Sozialunternehmen in Deutschland. Wiesbaden: Springer VS.

Websites and Articles

- [Zebras vs Unicorns \(7 min read\)](#)
- [Doughnut Economics \(17:37 min\)](#)
- [Reclaiming Social Entrepreneurship \(17:40 min\)](#)
- [Muhammad Yunus \(5:33 min\)](#)
- [Spektrum SocEnt and Financial Matrix](#)
- [Kleidung „Auf Augenhöhe“ \(2 min read\)](#)
- [Tom Shoes Model \(3 min read\)](#)
- [Homeless World Cup \(2:12 min\) \(on „scaling“\)](#)
- [Pepy, Volunteering \(10:17 min\)](#)
- [16 personalities \(12 min test\)](#)
- [Rusty Radiator](#)
- [Everyone and Impact Investor \(5 min read\)](#)
- [Divesting \(2:51 min\)](#)
- [Original Unverpackt, Höhle der Löwen](#)
- [Lessons from a study of perfect pitch decks \(10 min read\)](#)
- [Verhandeln und Präsentieren \(10:44 min\)](#)
- [Dropbox Pitch Deck](#)
- [Business Model You](#)

Last update of the Module Description

Prof. Dr. Claudia Brözel (12.4.2019)