Social Entrepreneurship, Innovation & Fair Finance in Tourism

**Module:** Social Entrepreneurship: Innovation & Fair Finance in Tourism

**Acronym:** SEIFFT

**Semester:** 2nd semester/ once a year in summer semester

**Type:** Elective module

**EMMA Code:**

**Module coordinator:** Prof. Dr. Claudia Brözel

**Lecturers:** Prof. Dr. Claudia Brözel

**Sub-modules:**

<table>
<thead>
<tr>
<th>Examination prerequisite(s):</th>
<th>Examination form(s):</th>
<th>Weekly hours per semester:</th>
<th>ECTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>none</td>
<td>(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))</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

**Workload (h):**

<table>
<thead>
<tr>
<th>presence education: 45 h</th>
<th>self-study: 130 h</th>
<th>final presentation 4,5</th>
</tr>
</thead>
</table>

**Teaching form(s):** lecture, seminar, tutorial

**Language:** English

**Course prerequisites:**

PM Nachhaltiges Unternehmensmanagement

**Recommended connections:**

Usability in other curricula:

**Content:**

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.

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.

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 focus of the modul.

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.

This module handles with content that could be brought into a line with the following sustainable development goals (SDG)

- 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

<table>
<thead>
<tr>
<th>Goals:</th>
<th>percenta ge</th>
<th>indexing DQR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>The course participants will have extensive knowledge and resources on social entrepreneurship and topics, as well as examples of successful entrepreneurs.</td>
<td>25</td>
</tr>
<tr>
<td>Skills</td>
<td>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</td>
<td>25</td>
</tr>
<tr>
<td>Social competence</td>
<td>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.</td>
<td>25</td>
</tr>
<tr>
<td>Autonomous working</td>
<td>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</td>
<td>25</td>
</tr>
</tbody>
</table>

**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


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)