

## Social Entrepreneurship Course: Creating Solutions for European Challenges

### Course Syllabus

**Title:** ERUA Social Entrepreneurship Course: Creating Solutions for European Challenges

**Goals of the course:**

- Increasing student employability through the creation and consolidation of university-based start-up and spin off companies
- Transferring and applying academic knowledge to contribute to solve European challenges with a social orientation
- Improving entrepreneurship infrastructure/resources in higher education institutions for addressing societal challenges
- Developing entrepreneurial spirit in internal and external stakeholders of ERUA universities
- Providing confidence, knowledge, tools and practical experience to students, needed to develop their own social enterprise ideas, contributing to social innovation
- Preparing an international course addressed to European students
- Creating networks and a social innovation ecosystem
- Explaining the concept of addressing social challenges with social entrepreneurship

**Participants:**

Each ERUA university will have a quota of maximum 10 students enrolled in the course. Slots not covered by a university may be filled by students from other universities following the overall order of priority established in the assessment of applications. In addition, each university will have a maximum of two places for its academic and technical staff. The selection criteria are the motivation for social entrepreneurship and English language skills. Gender parity (40%-60%) will be observed.

**Modules and proposed timeframe of contact hours:**

	Module	Hours	ERUA University teaching	Module dates
<b>1</b>	Introduction to social entrepreneurship and social innovation	4 h.	UP8	Session 1 (2 h.): Mo 17th March Session 2 (2 h.): Th 20th March
<b>2</b>	Seizing Opportunities: Tackling Europe's Social Challenges through Social Entrepreneurship	4 h.	UAEGEAN	Session 1 (2 h.): We 26th March Session 2 (2 h.): Th 27th March

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<b>3</b>	Designing Social Impact - Let's co-create a better future!	4 h.	SWPS	Session 1 (2 h.): Mo 31st March Session 2 (2 h.): Th 3rd April
<b>4</b>	Foundations of social entrepreneurship management and the business plan	8 h.	ULPGC UNIMC	Session 1 (2 h.): Mo 7th April Session 2 (2 h.): Th 10th April Session 3 (2 h.): Tu 22nd April Session 4 (2 h.): Th 24th April
<b>5</b>	Where to get the money from? Financing and fundraising for social enterprises	3 h.	NBU	Session 1 (2 h.): Mo 28th April Session 2 (1 h.): We 30th April
<b>6a</b>	How the EU promotes social economy and social enterprises in the member states?	1 h.	NBU	Session 1 (1 h.): We 30th April
<b>6b</b>	How can I become a social entrepreneur in my country?	2 h. each	EUV, MRU, NBU, SWPS, UAEGEAN, ULPGC, UNIMC, UP8	Parallel sessions (2 h.): Mo 5th May
<b>7</b>	Strategic AI Integration: Enhancing Social Ventures from Core to Supportive Solutions	2 h.	EUV	Session 1 (2 h.): We 7th May
<b>8</b>	Integrating Sustainability: Effective Management Strategies for Social Enterprises	4 h.	MRU	Session 1 (2 h.): Mo 12th May Session 2 (2 h.): Th 15th May
<b>9</b>	The Art of Impact Communication: Storytelling, Metrics, and Stakeholder Engagement	2 h.	EUV	Session 1 (2 h.): Tu 19th May

### Teaching format:

Online teaching host in the Moodle platform with synchronous and asynchronous activities.

### Evaluation of the course:

The course participant will pass the course if he/she fulfils the following two requirements:

- Attendance of at least 75% of the course sessions.
- Positive evaluation of a social initiative/business plan, whose guidelines will be published on the course website. Each ERUA university shall appoint at least one person responsible for the account of attendance and the evaluation of social initiative/business plans.

## Course Module's descriptions

### MODULE 1

**Title :** Introduction to Social Entrepreneurship and Social Innovation

**Short description:** Starting with the definition of social entrepreneurship and how the application of socio-entrepreneurial principles can address today's social, environmental, and economic challenges, this course introduces the fundamental concepts of the field. Considering the growing urgency of these issues in contemporary society, the course highlights the need for innovative solutions that can drive positive social change. Participants will explore real-world case studies, analyzing the impact of these initiatives on both local and global communities. Additionally, they will acquire practical tools and innovative methodologies to develop sustainable, long-term social solutions. The course encourages active engagement in this crucial sector, emphasizing its importance within university studies as a means to prepare future leaders to promote social progress.

**Short description** (200 words max):

Starting with the definition of social entrepreneurship and how the application of socio-entrepreneurial principles can address today's social, environmental, and economic challenges, this course introduces the fundamental concepts of the field. Considering the growing urgency of these issues in contemporary society, the course highlights the need for innovative solutions that can drive positive social change. Participants will explore real-world case studies, analyzing the impact of these initiatives on both local and global communities. Additionally, they will acquire practical tools and innovative methodologies to develop sustainable, long-term social solutions. The course encourages active engagement in this crucial sector, emphasizing its importance within university studies as a means to prepare future leaders to promote social progress

**University:** Université Paris 8

**Name of the lecturer:** Elodie Ros

**Contact data of the lecturer (email):** [elodie.ros02@univ-paris8.fr](mailto:elodie.ros02@univ-paris8.fr)

**Short bio** (100 words max):

Élodie Ros is a sociologist and holds a Ph.D. in political science. She is a researcher and project manager, serving as the head of the Research and Entrepreneurial Innovation/Partnerships Division within the Career Guidance and Professional Integration Service (SCUIO-IP) at Paris 8 University. She is affiliated with the Laboratory for Social Dynamics and Spatial Restructuring (LADYSS), a member of the International Cooperative University (LUCI), and an administrator for the Laboratory for Social Innovation through Action Research (LISRA).

**Teaching methodology** (200 words max):

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This course combines interactive lectures with practical exercises to provide a hands-on learning experience. Participants will engage in real-world case studies, allowing them to apply theoretical concepts to their own entrepreneurial ideas. Through guided discussions and collaborative workshops, they will gain a deeper understanding of each step in the process of starting a business, from project preparation to company registration. The course encourages active participation, ensuring that each attendee leaves with concrete tools and knowledge to structure their social entrepreneurial project effectively.

### Learning outcomes (100 words max):

1. Define social entrepreneurship (UNESCO)
2. Explain its relevance to addressing contemporary social, environmental, and economic challenges.
3. Analyze the role of socio-entrepreneurial principles in fostering innovative solutions for pressing societal issues.
4. Examine real-world case studies to evaluate the impact of social entrepreneurship initiatives on local and global communities.
5. Acquire and apply practical tools and methodologies to design sustainable and scalable social solutions.
6. Understand the importance of integrating social entrepreneurship into academic and professional pathways to cultivate future leaders.

### Key topics

- Social Entrepreneurship
- Social Innovation

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### MODULE 2

**Title:** Seizing Opportunities: Tackling Europe's Social Challenges through Social Entrepreneurship

**Short description** (200 words max):

A key issue for understanding the potential, the limitations and the expected benefits of social entrepreneurship is the ability to recognize the challenges and opportunities associated with the implementation of any social entrepreneurship activities. Further, it is important to be able to navigate through the overall related framework of EU policies and funding, as these set the economic and social environment and conditions for pursuing such activities. This module provides a comprehensive overview of the identified social challenges in 5 key areas (migration, environment, human rights, culture, and arts) and the associated business opportunities and social initiatives for each area. It is based on the knowledge gathered and the key areas mapped by ERUA WP6 based on more than 200 interviews with local stakeholders in 8 EU countries performed during the second part of 2024. Challenges and opportunities are also linked with specific current and past EU policies (e.g. SEAP 2021-27, ESF+, InvestEU, SMP, SBI, ENSIE etc.) offering a combination of theoretical and applied knowledge bridging social needs with existing policy instruments and approaches, thus presenting an agile toolbox for addressing European and global challenges through social entrepreneurship.

**University:** University of the Aegean

**Name of the lecturer:** Dr. Nikolaos Lason Koufodontis

**Contact data of the lecturer (email):** [ikouf@aegean.gr](mailto:ikouf@aegean.gr)

**Short bio** (100 words max): Dr. Lason Koufodontis is a faculty member at the University of the Aegean, specializing in entrepreneurship and innovation with focus on sustainability and regional development. His teaching and research interests include information technologies and e-business in tourism and hospitality enterprises, commercial aviation, services management, and digital marketing. His research experience includes 3 decades of participation in several EU funded programmes and his academic work has been published in high impact scientific journals. He has lectured undergraduate and graduate courses in Universities in Europe and the US.

**Teaching methodology** (200 words max):

Students will be learning through a Moodle platform that will enable both synchronous and asynchronous teaching methods. Special 4h online lectures will explain the main concepts of the module and will guide the students in their self-study by presenting the available digital material in the learning platform. During the module deployment, interactive asynchronous communication and assistance by course lecturers will be available. Achievement of learning outcomes and gathered

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knowledge by the student trainees will be assessed through online self-evaluation tests with automatic grading.

### Learning outcomes (100 words max):

Students will be able to map current social challenges in the EU and assess how social enterprises can align with the EU's strategic goals. Further, students will be equipped with practical tools and frameworks to identify and explore new business opportunities within the social entrepreneurship field across Europe through the 'ERUA inventory'.

### Key topics

- Social Challenges
- Business Opportunities
- Social Initiatives
- EU Social Policies, Initiatives and Funding



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### MODULE 3

**Title:** Designing Social Impact - co-creating a better future

**Short description:**

In this module of the social entrepreneurship course, we will introduce you to the world of designing social change through social innovation. The starting point will be a reflection on the fact that design is the modus operandi of social change. You will use the basic design thinking tools learned during classes to support your activities in the future. These tools will be helpful in systematizing the design process in the context of practical impact activities. You will see design as generating social change. In this module you will learn that a social innovation designer studies the interdependence of elements and the life of systems. During the classes, we will get to know the field of systems thinking. Moreover, we will introduce you to the topic of competences valuable for social innovators generating solutions for key future challenges. We will pay attention to the special strategy of social innovators, which is co-creation. Thanks to practical examples and case studies you will see that designing social innovations is based on building teams that can not only directly solve, but also identify problems that need solving. In this module we highlight that sustainable development requires cooperation and collaboration to generate a positive social impact.

**University:** SWPS University, Poland

**Name of the lecturers:** Karolina Osterczuk, PhD - lecturer & general coordinator; Magdalena Kubów, PhD - author of module concept & education content.

**Contact data of the lecturer (email):** kosterczuk@swps.edu.pl

**Short bio** (100 words max):

Karolina Osterczuk, PhD - researcher and academic lecturer. Professionally, she specializes in social innovations and the Theory of Change. For several years, she has been collaborating with social innovators and activists, such as cooperatives, collectives, artisans, and business, in Poland, Nepal, and India. She researches models of collaboration and co-development of social innovations, and the mechanisms of community building. At SWPS University she teaches classes on effective team work, value creation for clients, and project implementation. In her teaching she uses creative methods and design thinking.

Magdalena Kubów, PhD - Researcher, strategist, designer of impact solutions, leader in R&D projects, mentor and expert in educational and startup accelerators with 15 years of experience in university work and 20 years of business background.

**Teaching methodology** (200 words max): lecture & video lecture, virtual presentation, case studies, discussion, worksheet, activating method: brainstorming & open questions.

**Learning outcomes** (100 words max):

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Students know social competences valuable for social innovators generating solutions to key challenges of the future; students understand that co-creation is a valuable strategy for social innovators, students know that design is the modus operandi of social change; students know the basic tools of design thinking and are able to use tools that systematize the design process in the context of practical impact activities; students understand the role of a social innovation designer; students understand that designing social innovations is based on building teams that can not only solve, but also search for and identify problems that require solving.

### Key topics

- design mindset in the area of impact & social innovations
- competences for social innovators
- social impact design - design as generating social change, co-creation as a key strategy for sustainable future



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### MODULE 4

**Title:** Foundations of social entrepreneurship management and the business plan

**Short description:**

Students will be introduced to the Business Model Canvas and the Social Business Model Canvas along with the fundamental aspects of management in order to construct business plans. The Business Model Canvas and the Social Business Model Canvas will help students learn how to outline the basics of a social business, start a conversation with co-founders and stakeholders and analyse the feasibility of the idea linked to the social opportunity. Basic concepts of strategic management, marketing, production organisation and human resources will be reviewed, leading to parts of the business plan. Next, business plans will be presented. The basic concepts of the strategic approach to managing firms will be presented, including mission and vision, the strategic analysis, and the strategy formulation, and the strategic section of the business plan will be addressed. Regarding marketing, topics such as strategic marketing, segmentation, targeting and positioning, demand forecasting and marketing mix will be presented. The organisational section explores how cultures shape workplaces, diversity management and inclusive and sustainable environments. This section also focuses on how HR practices can contribute to employee retention and engagement.

**Universities:** University of Las Palmas de Gran Canaria and University of Macerata

**Names of the lecturers, contact data (email) and short bio (100 words max):**

Jacques Bulchand Gidumal (jacques.bulchand@ulpgc.es) is a Full Professor of Digital Business at ULPGC. He teaches courses on Digital Technologies for business students and Digital Entrepreneurship for engineering students. He holds a Bachelor's degree in Computer Science and a Ph.D. in Business Management. His research focuses on Digital Tourism. With 10 years of experience in the public sector and another 10 years in the private sector, he has worked extensively in the planning and management of information systems and digital technologies. He also advises several organizations on innovation processes and the implementation of IT and AI solutions. He has several investments in startups. Currently, he serves as the president of the International Federation for Information Technologies in Travel & Tourism (IFITT).

Desiderio J. García Almeida (dj.garcia@ulpgc.es) is a Full Professor of management at ULPGC. He teaches courses on strategic management, management skills, organisational design, tourism and hospitality management, and research methodology. He has mainly conducted research on knowledge management, entrepreneurship, family business, and management education. He has published articles about immigrant entrepreneurship and transgenerational entrepreneurship in prestigious academic journals. Together with his PhD student he was awarded the XXIII FITUR academic prize in 2022 for their research work on immigrant entrepreneurship. He is the project coordinator of the CBHE Erasmus+ project

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HOST-EG on entrepreneurship in sustainable tourism and is a research member of the GEM project.

Marta Giovannetti ([marta.giovannetti@unimc.it](mailto:marta.giovannetti@unimc.it)) is Assistant Professor in Marketing, in the Department of Economics and Law of the University of Macerata (UNIMC). She teaches Business Marketing and Sustainable Business Management in bachelor courses in UNIMC. She has researched in the field of BtoB marketing, sales education, sales technology, consumer behaviour. She published the results of research conducted with national and international networks, especially in conferences (e.g. SIM- Italian Marketing Association, Sinergie SIMA – Italian Management Association) and journals (e.g. Industrial Marketing Management, Journal of Business and Industrial Marketing, Journal of Service Theory and Practice). She has been involved as a researcher in several Erasmus Plus projects since 2018, in higher education and vocational training projects in the field of marketing, sales, tourism, digitalization and sustainability.

Alberto Zanutto ([alberto.zanutto@unimc.it](mailto:alberto.zanutto@unimc.it)) is Assistant Professor at the Department of Economics and Law at the University of Macerata where he teaches Business Organisation and International Organisation and Human Resources Management. A member of the Research Unit in Communication Organisational Learning and Aesthetics at the University of Trento, he has taught at the University of L'Aquila, Siena, Verona and Trento. He has been a researcher at the School of Computing & Communication of Lancaster University, at the Bruno Kessler Foundation and at the Department of Economics and Management of the University of Trento. His research interests are mainly oriented towards understanding the phenomena of digitalisation in health care organisations and organisational practices in resource management also with a focus on diversity management, inclusion and unconscious bias.

### Teaching methodology (200 words max):

The methodology of the module encompasses several teaching strategies. Master classes will be used to present key concepts and explanations that facilitates the familiarisation with the content of the module. Examples of concepts will be provided and the students' active participation will be fostered by engaging them in discussions about selected, key topics. Short case studies and exercises could be used to complement the construction of knowledge. Educational neuroscience-based strategies will be employed in order to maximise the effective teaching-learning process by following educational research outputs.

### Learning outcomes (100 words max):

- To make initial strategic decisions for a social business and formulate its strategy

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- To know how to use the business canvas to decide basic elements of the social business and analyse the feasibility of the idea linked to the social opportunity
- To understand the principles of market segmentation and the creation of appropriate marketing mixes to serve target markets
- Exploring the basics of human resources management with a special focus on wellbeing, diversity management and inclusion, including gender sensitivity.

### Key topics

- Introduction to management and strategic management
- Strategy: concept and relevance
- The strategic process: elements and major aspects
- Types of basic strategies
- Business canvas and social business canvas
- Marketing Segmentation
- Target market
- Marketing mix
- Diversity management
- Wellbeing in organization

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### MODULE 5

**Title: Where to get the money from? Financing and fundraising for social enterprises**

**Short description (200 words max):**

The Funding and Financing module introduces students to the major financial sources and mechanisms available for funding social enterprises through different stages of their life cycle. It explores diverse private and public funding options, such as grants, impact investments, crowdfunding, and innovative financial tools tailored to social businesses. Students will gain a practical understanding of financial sustainability, learning how to align funding strategies with their business goals and social impact objectives.

Through real-world case studies, students will analyze successful financing models from European social enterprises and learn strategies for approaching donors, investors, and funding institutions. The module emphasizes the importance of developing a solid financial plan, understanding risk assessment, and ensuring long-term financial health for social enterprises.

**University: New Bulgarian University**

**Name of the lecturer: Assoc. Prof. Tsvetelina Marinova, PhD**

**Contact data of the lecturer: [tsmarinova@nbu.bg](mailto:tsmarinova@nbu.bg)**

**Short bio (100 words max):** Tsvetelina Marinova is an associate professor of economics at the New Bulgarian University, and an associate researcher at the LEFMI, University of Picardie Jules Verne, France. Her research interests are in the fields of history of economic thought, economic history, social and solidarity economy and finance, and European economic and monetary integration.

**Teaching methodology (200 words max):**

The teaching methodology is designed to provide a comprehensive and practical learning experience. Lectures and supplementary materials are utilized to introduce key financial concepts and tools, enabling participants to build a strong foundational understanding. Case study analysis of successful funding strategies from social enterprises is incorporated to offer real-world insights and inspire innovative approaches. Interactive discussions encourage participants to engage in collaborative learning, fostering the development of financial plans and the exploration of diverse funding options. Additionally, the methodology includes group and individual exercises to reinforce knowledge, enhance problem-solving skills, and provide hands-on experience in applying the concepts learned.

**Learning outcomes (100 words max):**

By the end of this module, students will have gained the skills and knowledge to effectively navigate the financial landscape of social enterprises. They will be able to

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identify and evaluate key funding mechanisms suitable for various stages of a social enterprise's development. Students will develop financial strategies that achieve a balance between financial sustainability and social impact, ensuring their initiatives remain mission-driven while economically viable. Additionally, they will create a basic financial plan tailored to a social enterprise and learn how to present compelling funding proposals.

### Key topics

- **Funding Sources and institutions:** Grants, impact investments, crowdfunding, banking loans, social impact bonds, microfinance loans.
- **Innovative Financing Tools** tailored for social enterprises.
- **Financial Planning and Sustainability:** Developing financial and funding strategies.
- **Case Studies:** Best practices of financing social enterprises in Europe.

**Social Entrepreneurship Course: Creating Solutions for European Challenges****MODULE 6****Title: The EU and national frameworks for social entrepreneurship**

**Part A:** *How the EU promotes social economy and social enterprises in the member states?*

**Part B:** *How can I become a social entrepreneur in my country?*

**Short description (200 words max):**

This module provides a comprehensive overview of the political, legal, and institutional frameworks that support the development of social entrepreneurship at both the EU and national levels.

**Part A** delves into the European Union's role in promoting the social economy and empowering social enterprises across member states. It examines the EU's vision for fostering social innovation and sustainable economic growth through key strategic documents, legal frameworks, and institutional measures. By analyzing EU policies, funding mechanisms, and initiatives, students will gain insight into how the Union creates an enabling environment for social enterprises to thrive.

**Part B** shifts the focus to the national level, offering country-specific guidance on becoming a social entrepreneur. It explores the legal rules, institutional requirements, and financial ecosystems that shape the social entrepreneurship landscape in various ERUA countries. Through practical examples and asynchronous video sessions featuring local entrepreneurs, students will learn how to navigate their country's unique context, from registering a social enterprise to accessing resources and support networks.

This dual perspective equips students with the knowledge to operate within the EU's collaborative framework while adapting to local realities, empowering them to turn social business ideas into impactful ventures.

**University: All ERUA Universities**

*For Part A: New Bulgarian University*

*For Part B: Each ERUA university to provide insights on the national and local frameworks for social entrepreneurship*

**Name of the lecturer for Part A: Assoc. Prof. Tsvetelina Marinova, PhD**

**Contact data of the lecturer:** [tsmarinova@nbu.bg](mailto:tsmarinova@nbu.bg)

**Short bio (max 100 words):**

Tsvetelina Marinova is an associate professor of economics at the New Bulgarian University, and an associate researcher at the LEFMI, University of Picardie Jules Verne, France. Her research interests are in the fields of history of economic thought, economic history, social and solidarity economy and finance, and European economic and monetary integration.



**Social Entrepreneurship Course: Creating Solutions for European Challenges****Name of the lecturers for Part B:**

**New Bulgarian University: Valentin Valkanov, PhD:**  
[Vbvalkanov@gmail.com](mailto:Vbvalkanov@gmail.com)

**Short bio (max 100 words):** Valentin Valkanov is Ph.D. candidate, a lecturer in sociology at the New Bulgarian University, and a research fellow at the Human and Social Studies Foundation-Sofia. His interests are in the fields of conspiracy theories, propaganda, political and social attitudes.

**University Paris8: Élodie Ros, [elodie.ros02@univ-paris8.fr](mailto:elodie.ros02@univ-paris8.fr)**

**Short bio:** Élodie Ros is a sociologist and holds a Ph.D. in political science. She is a researcher and project manager, serving as the head of the Research and Entrepreneurial Innovation/Partnerships Division within the Career Guidance and Professional Integration Service (SCUIO-IP) at Paris 8 University. She is affiliated with the Laboratory for Social Dynamics and Spatial Restructuring (LADYSS), a member of the International Cooperative University (LUCI), and an administrator for the Laboratory for Social Innovation through Action Research (LISRA).

**Europa Universität Viadrina: Prof. Dr. Albrecht Söllner, [soellner@europa-uni.de](mailto:soellner@europa-uni.de), Miriam Büxenstein, [buexenstein@europa-uni.de](mailto:buexenstein@europa-uni.de), Ulrike Käfer, [kaefer@europa-uni.de](mailto:kaefer@europa-uni.de)**

**Short bio:**

Albrecht **Söllner** is a Professor of International Business and an expert in sustainable strategy. Miriam **Büxenstein** is a social entrepreneur and startup counselor, with experience in supporting emerging businesses and fostering sustainable innovation. Ulrike **Käfer** is Social Entrepreneurs, Startup Counsellors and works as project managers for a variety of entrepreneurship topics @ Europa University Viadrina including ERUA and EXIST Women.

**University of the Aegean: Dr. Nikolaos Iason Koufodontis, [ikouf@aegean.gr](mailto:ikouf@aegean.gr)**

**Short bio (100 words max):** Dr. Iason Koufodontis is a faculty member at the University of the Aegean, specializing in entrepreneurship and innovation with focus on sustainability and regional development. His teaching and research interests include information technologies and e-business in tourism and hospitality enterprises, commercial aviation, services management, and digital marketing. His research experience includes 3 decades of participation in several EU funded programmes and his academic work has been published in high impact scientific journals. He has lectured undergraduate and graduate courses in Universities in Europe and the US.

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**University of Macerata: Laura Marchegiani, [laura.marchegiani@unimc.it](mailto:laura.marchegiani@unimc.it)**

**Short bio:** Full Professor of Business Law and Intellectual Property Law, with a PhD in Antitrust Law from the University of Perugia, she is a member of numerous academic associations in Italy and abroad. Her research primarily focuses on Intellectual Property, with special emphasis on the relationships between Copyright and Competition Law, Branding and Trademarks. Recently, she has conducted extensive research in Bankruptcy Law and Company Law, which currently represent her primary research interests, particularly in the area of sustainability.

**Mykolas Romeris University: Arturas Jurgelevicius, [A.jurgelevicius@mruni.eu](mailto:A.jurgelevicius@mruni.eu), Assoc. prof. Dr. Miglė Eleonora Černikováitė, [miglec@mruni.eu](mailto:miglec@mruni.eu)**

**Short bio (100 words max):**

Dr. Arturas Jurgelevicius is an associate professor at Mykolas Romeris University and the Head of Business Management and Startup Building program. He also runs MRU Startup Hub which is focused to foster students entrepreneurship. His scientific and practical field of interests is Startup, entrepreneurship, entrepreneurship support organisation, venture studio model.

Assoc. prof. Dr. Miglė Černikováitė is a distinguished academic with expertise in entrepreneurship and marketing, particularly in the realms of sustainability and regional development. Currently a faculty member at the Mykolas Romeris University, she brings a wealth of knowledge to her teaching and research, focusing on the intersection of information technologies and e-business. With extensive experience in business economics and digital marketing, Miglė has contributed significantly to various EU-funded programs throughout her career. Her scholarly work has been published in esteemed scientific journals, and she has lectured at both undergraduate and graduate levels in universities across Europe.

**University SWPS: Magdalena Kubów PhD**

**Short bio:** Researcher, strategist, designer of impact solutions, leader in R&D projects, mentor and expert in educational and startup accelerators with 15 years of experience in university work and 20 years of business background.

**Universidad de Las Palmas de Gran Canaria: Rosa Batista-Canino, [rosa.batistacanino@ulpgc.es](mailto:rosa.batistacanino@ulpgc.es), and Inmaculada Galván-Sánchez, [inmaculada.galvan@ulpgc.es](mailto:inmaculada.galvan@ulpgc.es)**

**Short bio:** Rosa Batista-Canino, PhD: 25 years' experience in entrepreneurship education, seeking to provide students with the knowledge, skills, and motivation to encourage their entrepreneurial spirit. She has led the Global Entrepreneurship Monitor Canarias' research team since 2003. She founded the research team "Entrepreneurship, Digital Firms and Innovation". Her expertise is related to Entrepreneurship, Innovation, and Management Control, and she is working on the entrepreneurial network at a macro level, as part of local

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development, and the Tourism industry. Regarding cooperation projects, she has been involved in training projects in several countries. She has held several academic positions at the University.

Inmaculada Galván-Sánchez: assistant professor at the Business and Management Department at de ULPGC; member of "GEDE- university cooperation group "Education for sustainable development". She has focused her research on developing the analysis of Social Economy companies. Derived from the line of research focused on the Social Economy, research has been presented at international conferences such as the International Society of Business, Economics and Ethics Conference and the IX International Colloquium on Cooperativism and Social Economy. She is Directors of the Chair of Social Economy of the Cabildo de Gran Canaria at the University of Las Palmas de Gran Canaria and is member of the directory of researchers of CIRIEC-Spain. She collaborated as expert with the Government of the Canary Islands in developing the Canary Islands Social Economy Law 3/2022, as well as in the Canary Islands Social Economy Strategy (2024-2027).

### Teaching methodology (200 words max):

The teaching methodology integrates diverse approaches to provide a thorough understanding of legal and institutional frameworks for social entrepreneurship. Lectures and presentations, delivered by university experts, focus on EU and national structures that support social enterprises, offering a solid theoretical foundation. Case studies analyze successful examples of social enterprises that have leveraged EU policies or adapted to local frameworks within ERUA countries, showcasing practical applications. Interactive discussions will encourage participants to explore the similarities and differences in social enterprise ecosystems across countries, fostering comparative analysis and deeper engagement. Asynchronous learning will be enriched with video sessions featuring local entrepreneurs and students, offering practical insights into launching social enterprises within specific national contexts. Hands-on activities will guide students through country-specific registration processes and funding opportunities.

### Learning outcomes (100 words max):

By the end of this module, students will understand the EU's vision for social economy and its role in building a sustainable economy. They will identify key EU policies, strategic documents, and funding mechanisms supporting social enterprises while gaining practical knowledge of legal and institutional frameworks in their own countries. Students will develop the skills to navigate the process of establishing a social enterprise in a specific national context and compare EU-wide and national approaches, adapting strategies to suit their needs.

### Key topics

- EU-Level Focus:

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- o The EU's definitions for social economy, social entrepreneurship and social innovation.
  - o Key strategic documents.
  - o EU policies and initiatives fostering social innovation.
  - o Institutional and funding support for social enterprises.
  - o Institutional support systems at the EU level.
- **National-Level Focus:**
    - o Legal framework for social economy and social entrepreneurship in ERUA countries.
    - o Institutional and financial support to individual member states.
    - o Practical steps to register and establish a social enterprise locally.
    - o National strategies and plans for promoting social economy and social entrepreneurship.
    - o Challenges and opportunities to local ecosystems.

**Social Entrepreneurship Course: Creating Solutions for European Challenges****MODULE 7****Title: Strategic AI Integration: Enhancing Social Ventures from Core to Supportive Solutions****Short description** (200 words max):

This module provides participants with a framework to integrate AI into social enterprises, balancing efficiency, scalability, creativity, and trust. By exploring core, integral, and supportive levels of integration, participants will learn to align AI with their business models. Through practical activities and case studies, the module bridges theory with real-world applications, addressing social challenges while considering ethical concerns like bias and data privacy. Participants will develop strategies to leverage AI for innovation and impact without compromising mission alignment.

**University:**

Europa Universität Viadrina

**Name of the lecturers:**

Prof. Dr. Jochen Koch and Miriam Büxenstein

**Contact data of the lecturers:**

koch@europa-uni.de, buxenstein@europa-uni.de

**Short bio:**

Jochen is a Professor of Management and Organization who critically reflects on AI in Entrepreneurship. Miriam is a social entrepreneur and startup mentor with expertise in leveraging technology for sustainable innovation.

**Learning outcomes:**

By the end of this module, participants will possess a nuanced understanding of AI's potential within social ventures. They will acquire the ability to differentiate between core, integral, and supportive roles of AI, assessing its strategic fit for solving social challenges. Participants will develop actionable skills for designing AI-driven solutions while navigating ethical and operational complexities.

**Competences to be developed:**

Participants will gain the ability to evaluate and segment social challenges, identifying where AI can add value. They will refine their technical and strategic thinking, enabling them to design scalable and impactful AI-powered interventions. Additionally, they will enhance their competencies in ethical decision-making, ensuring responsible AI deployment in sensitive contexts.

**Key topics:**

- Levels of AI integration: Core, integral, and supportive roles
- Strategic alignment of AI tools with social business models

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- Ethical considerations: Addressing bias, privacy, and sustainability in AI-driven solutions
- Case studies of successful AI implementation in social ventures



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### MODULE 8

**Title:** Integrating Sustainability: Effective Management and Strategies for Social Enterprises

**Short description** (200 words max):

The module focuses on sustainability principles and how to integrate them into social entrepreneurship practices. As the world faces escalating environmental and social challenges, the need for businesses that prioritize social impact alongside profit is more crucial than ever. This module is designed to equip students with the knowledge and skills necessary to develop, manage, and promote sustainable practices within social enterprises. The module topics include an introduction to sustainability management, integrating ESG criteria and reporting, communication tools, ethical implications of green brainwashing and examples of successful sustainable social business companies.

**University:**

Mykolas Romeris University, Vilnius, Lithuania

**Name of the lecturer:**

**Assoc. prof. Dr. Miglė Eleonora Černikováitė**

**Contact data of the lecturer (email):** miglec@mruni.eu

**Short bio** (100 words max):

Assoc. prof. Dr. Miglė Černikováitė is a distinguished academic with expertise in entrepreneurship and marketing, particularly in the realms of sustainability and regional development. Currently a faculty member at the Mykolas Romeris University, she brings a wealth of knowledge to her teaching and research, focusing on the intersection of information technologies and e-business. With extensive experience in business economics and digital marketing, Miglė has contributed significantly to various EU-funded programs throughout her career. Her scholarly work has been published in esteemed scientific journals, and she has lectured at both undergraduate and graduate levels in universities across Europe.

**Teaching methodology** (200 words max):

Students will be learning through a MOOC platform that will enable both synchronous and asynchronous teaching methods. Special 4h online lectures will explain the main concepts of the module and will guide the students in their self-study by presenting the available digital material in the learning platform. The curriculum is structured around a blend of dynamic learning methods, including engaging lectures, informative videos, in-depth case studies, and lively discussions. During the module deployment, interactive asynchronous communication and assistance by course lecturers will be available. Achievement of learning outcomes and gathered

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knowledge by the student trainees will be assessed through online self-evaluation tests with automatic grading.

### Learning outcomes (100 words max):

They will gain a thorough understanding of the principles of sustainability and their critical relevance to social entrepreneurship, enabling them to develop and implement effective sustainability strategies within social enterprises. Students will become proficient in integrating Environmental, Social, and Governance (ESG) criteria and reporting practices, equipping them to assess and enhance the sustainability performance of organizations. They will also learn to effectively communicate sustainability initiatives to diverse stakeholders, ensuring transparency and accountability. Furthermore, students will critically analyse the ethical implications of greenwashing, fostering responsible business practices and promoting integrity in sustainability claims. Through the examination of successful case studies, students will draw insights into innovative strategies and best practices in the field, ultimately preparing them to be informed leaders capable of driving impactful, socially responsible businesses that address pressing environmental and social challenges.

### Key topics

- Introduction to Sustainability Management
- Integrating ESG Criteria and Reporting.
- Communication Tools:
- Ethical Implications of Greenwashing
- Case Studies of Successful Sustainable Social Businesses

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### MODULE 9

#### Title: The Art of Impact Communication: Storytelling, Metrics, and Stakeholder Engagement

##### Short description (200 words max):

Social enterprises face the unique challenge of communicating with diverse stakeholders, including **users (beneficiaries) and financial stakeholders (investors, funders, donors)**. Additionally, pitching an idea or business to different audiences is a critical skill for securing support and achieving impact. This module explores tailored communication strategies, balancing storytelling with impact-driven reporting, and introduces the essentials of crafting a compelling pitch. Participants will learn to align their message with stakeholder priorities and develop a short pitch that resonates with both groups.

**University:** Europa Universität Viadrina

**Name of the lecturer:** Ulrike Käfer und Miriam Büxenstein

**Contact data of the lecturer:** [kaefer@europa-uni.de](mailto:kaefer@europa-uni.de),  
[buexenstein@europa-uni.de](mailto:buexenstein@europa-uni.de)

**Short bio:** Miriam and Ulrike are both Social Entrepreneurs, Startup Counsellors and work as project managers for a variety of entrepreneurship topics @ Europa University Viadrina.

##### Learning outcome

By the end of this module, participants will understand the distinct communication needs of different stakeholders, such as users and financial stakeholders. They will learn to balance emotional storytelling with impact-driven reporting to create engaging and impactful messages. Additionally, participants will develop the skills to deliver a concise and compelling pitch tailored to specific audiences. Finally, they will be able to design a simple communication strategy that aligns mission impact with business sustainability goals.

##### Competences to be developed:

Participants will develop the ability to analyze and segment stakeholders effectively. They will enhance their skills in crafting tailored messages, combining storytelling techniques with impact-driven communication approaches. Participants will also gain proficiency in developing and delivering pitches that address the priorities of diverse audiences. Furthermore, they will acquire strategic communication planning skills and learn to utilize digital tools to engage stakeholders, while also identifying relevant performance metrics to evaluate their success.

##### Key topics

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- Understanding stakeholder priorities: users vs. financial stakeholders
- Balancing storytelling with impact-driven communication
- Crafting and delivering an effective pitch