COURSE DETAIL

SOCIAL AND ENVIRONMENTAL ENTREPRENEURSHIP
Country Netherlands
Host Institution Maastricht University – University College Maastricht
Program(s) University College Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Environmental Studies Business Administration
UCEAP Course Number 106
UCEAP Course Suffix
UCEAP Official Title SOCIAL AND ENVIRONMENTAL ENTREPRENEURSHIP
UCEAP Transcript Title SOC&ENV ENTREPRENR
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

Full course description

Interest in the concept of social and sustainable entrepreneurship has been sparked over the last two decades due to frustration with inefficient, ineffective and failed action of government and philanthropic bodies, as well as the socially destructive behaviour of many businesses. An explicit and central social/sustainable mission, innovation, creativity and a strong market orientation are the distinguishing features of social and sustainable entrepreneurship. Social and sustainable entrepreneurs are committed to furthering a social and/or sustainable mission, and rank social, environmental or cultural impact on a par with, or above, profit. At the intersection of business, government and not-for-profit organisations, these social and sustainable entrepreneurs are now visible and having an impact on a global scale.

This course will provide you the opportunity to learn how you can apply your knowledge and skills to address complex sustainability problems. This course is structured around experiential problem-based learning, providing you the opportunity to synthesise theory and practice as you develop an idea for your own social/sustainable enterprises. Topics will include: critically reviewing concepts; user centred-design of social and sustainable enterprises; frameworks for understanding and strategizing; understanding and reporting social and environmental impact; and cross-sector collaboration.

Course objectives

On the successful completion of this course you should be able to:

- Critically reflect on social and sustainable entrepreneurship theory and practice
- Identify and evaluate social and sustainable entrepreneurship opportunities
- Develop a strategy for a social/ sustainable enterprise

- Conduct primary research and analyse primary and secondary data in the field of social and sustainable entrepreneurship
- Prepare and present documentation to pitch a novel enterprise idea
- Learn to cope with the chaos and complexity of doing social and sustainable entrepreneurship in the real world.

Prerequisites

You need to have completed at least ONE of the following course: SSC2055 Entrepreneurship; SSC2036 Introduction to Business Administration OR SCI1016 Sustainable Development

Language(s) of Instruction
English

Host Institution Course Number
SSC3017

Host Institution Course Title
SOCIAL AND ENVIRONMENTAL ENTREPRENEURSHIP

Host Institution Course Details
https://www.maastrichtuniversity.nl/education/bachelor/university-college-maast...

Host Institution Campus
University College Maastricht

Host Institution Faculty

Host Institution Degree

Host Institution Department
Social Sciences

Course Last Reviewed
2022-2023

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