

**Modul MQ06**

**Projektarbeit „Sustainability Management“**

**Winter Term 2020/2021**

***Topic: Social Entrepreneurship***

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**Düsseldorf, 08.09.2020**

**Content:**

Social enterprises, defined as organizations that “pursue a social mission while engaging in commercial activities to sustain their operations” (Battilana & Lee, 2014: 399) are on the rise and their number is steadily increasing (Sabeti, 2011; Saebi et al., 2019). Such enterprises have shown to be effective vehicles in addressing longstanding societal issues, such as poverty, air pollution, or long-term unemployment. While operating in profitable business models by providing products and services (Santos et al., 2015) so that these organizations follow the overall goal to create a sustainable value for society.

However, due to their dual mission, social entrepreneurs frequently encounter challenges and tensions, such as a particular vulnerability to mission drift (Ebrahim et al., 2014), limited access to capital markets (Austin et al., 2006; Costanzo et al., 2014; Smith et al., 2013), or the necessity to manage multiple identities simultaneously (Wry & York, 2017).

To better understand the challenges of social entrepreneurs and means to overcome them, this seminar (Projektarbeit Sustainability Management) will deal with the founders and managers of social enterprises. We will combine theoretical approaches to understand social entrepreneurship with practical knowledge and ideas from social entrepreneurs, collected in form of interviews. With a strong research focus, this seminar provides the participants with a thorough understanding of what social entrepreneurship is, which challenges and tensions social entrepreneurs face, and how they deal with them. Additionally, it helps students to learn and improve their skills of conducting their own qualitative-empirical research projects.

The seminar will be conducted completely in English.

**Heinrich Heine University  
Düsseldorf**  
Universitätsstraße 1  
40225 Düsseldorf  
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Level 02 Room 46  
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### **Additional Information**

For more information on the course administration, please watch the following screencast (for HHU-members only):

<https://mediathek.hhu.de/watch/98ac9e2a-4e49-4af3-975f-661ade1fec79>

### **Admission requirements:**

Completion of the module MW58 in the previous winter semester or current assignment of the module MW58 and registration for the exam at the end of the current semester. Exceptions are possible only in exceptional cases (for example, prior acquisition of adequate teaching content in the context of studying abroad).

### **Preliminary schedule:**

| <b>Date</b>           | <b>Content</b>   |
|-----------------------|--|
| 29.10.2020            | Kick-Off Meeting and Introduction  |
| 29.10.2020-12.11.2020 | <i>Individual Assignment</i>   |
| 12.11.2020            | Discussion of Screencasts 1 + 2  |
| 12.11.2020-26.11.2020 | <i>Individual/Group Assignment</i>   |
| 26.11.2020            | Discussion of Screencast 3<br>Short presentation and discussion of individual projects |
| 26.11.2020-11.02.2020 | <i>Individual/Group Assignment</i>   |
| 10.12.2020            | Status Quo and Q&A   |
| 07.01.2021            | Status Quo and Q&A   |
| 21.01.2021            | Status Quo and Q&A   |
| 11.02.2021            | Final presentations  |
| 26.02.2021            | Deadline for written assignments   |

### **Course Format:**

The seminar will be held as an E-Learning course during the winter term 2020/21. Sessions that are interactive and with online presence (marked in grey), will take place virtually via Webex. There will be additional screencasts in the beginning of the semester.

**Grading:**

- Written assignment in form of a research proposal (1,500 - 2,000 words plus cover page and references, deadline: Feb. 26, 2021).
- Presentation of research proposal on Jan. 21, 2021.
- Interview guide (deadline: Dec. 12, 2020) and transcriptions (deadline: Jan. 21, 2021)

**Registration:**

Registration period from October 1 until October 15, 2020 (earlier incoming applications/registration requests are invalid and will be deleted unseen). In order to apply for this course, please send a mail to [sustainability@hhu.de](mailto:sustainability@hhu.de). Your mail must contain your name and surname, student number, study program, semester, and a note whether you have already completed MW58 or will take the exam in the current winter semester. If there are more registrations than available places, the time of receipt of the registration counts (if the admission requirements are met).