

Modul MQ06/07

Projektarbeit „Sustainability Management“

Winter Term 2021/2022

Topic: Social Entrepreneurship

Content:

Social enterprises, defined as organizations that “pursue a social mission while engaging in commercial activities to sustain their operations” (Bat-tilana & Lee, 2014: 399), have shown to be effective vehicles in addressing longstanding social and ecological issues, such as poverty, air pollution, or long-term unemployment. With profitable and innovative business models (Santos et al., 2015), these organizations follow the overall goal to create a societal value. Therefore, it is not surprising that social entrepreneurship receives increasing attention in business research, practice, and politics (Gupta et al., 2020; Saebi et al., 2019).

The dual mission of creating societal and economic value, however, leads to a variety of challenges social entrepreneurs are confronted with, 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), and the necessity to manage multiple organizational identities and values simultaneously (Wry & York, 2017).

In this seminar (Projektarbeit Sustainability Management), students will get an overview of the current research and theories in the field of social entrepreneurship to better understand the challenges of social entrepreneurs from a theoretical perspective. By drawing on current literature and theories, we will identify research gaps and elaborate concrete research questions. Based on archival qualitative data from social entrepreneurs, which will be coded and analyzed against the background of the research questions, students will be able to gain in-depth knowledge and new insights about how social entrepreneurs deal with specific challenges.

With a strong research focus, this seminar provides the participants with a thorough understanding of social entrepreneurship. Additionally, it helps students to learn and improve their skills of conducting their own qualitative-empirical research projects.

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Additional Information

The seminar will be conducted completely in English.

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

<https://mediathek.hhu.de/watch/44821e91-e110-4750-835a-d87cfb8a9450>

Course Format¹:

The seminar will be held as hybrid course during the winter term 2021/22, including life sessions, online sessions and individual/group assignments. Sessions that will likely take place in presence on campus are marked with a star (*, sessions 1, 2, 5, and 7). There will be additional screencasts in the beginning of the semester. PLEASE NOTE: *The course format might change due to the current Covid-19 situation and respective restrictions. If life sessions on campus are not possible, all sessions will take place virtually via Webex. Students will be informed beforehand via the Ilias course forum.*

Preliminary schedule:

Date	Content
21.10.2021*	Session 1: Introduction to social entrepreneurship
04.11.2021*	Session 2: - Discussion on qualitative research and on writing & presenting research proposals - Generating ideas of group work
18.11.2021	Session 3: - Short presentation of group projects - Presentations on qualitative coding (by MQ06 participants only)
02.12.2021	Session 4: Status quo, feedback and Q&A
16.12.2022*	Session 5: Status quo, feedback and Q&A
06.01.2022	Session 6: Status quo, feedback and Q&A
20.01.2022*	Session 7: Final group presentations
20.02.2022	Deadline submission of written assignments

Grading:

- Written assignment in form of a research proposal (1,500 - 2,000 words plus cover page and references).
- Presentation of research proposal.
- Interview transcriptions, translations, coding tables etc.

Students who participate in this seminar as “MQ06” will receive 8 ECTS. Students who participate in this seminar as “MQ07” will receive 6 ECTS.² Therefore, MQ06 participants will have to prepare an additional presentation on research methodologies to compensate for the difference in ECTS.

Admission requirements:

Completion of the module MW58 in a 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).

Registration:

Registration period from October 1 until October 15, 2021 (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. Your mail must contain the following information:

- Indication that you apply for MQ06/MQ07
- Your name and surname
- Student number
- Study program and semester
- Information about your examination regulation (PO2016 or PO2020) to determine whether you apply for MQ06 or MQ07
- 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).

² For more information on the examination regulations, please visit:
<https://www.wiwi.hhu.de/studiendekanat-pruefungsausschuss/pruefungsangelegenheiten/pruefungsordnungen-1>