

The version you're consulting is not final. This course description may change. The final version will be published on 1st June.








5.00 credits	30.0 h	Q2
--------------	--------	----

Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	None
Main themes	This course uncovers the popular concepts of social and sustainable entrepreneurship. It applies entrepreneurial thinking to different business models as seen through a social, environmental and economic sustainability perspective. The course will explore the relationship between business development and its social and environmental impacts. You will study ways in which social and sustainable entrepreneurship can significantly respond to social needs such as poverty alleviation and/or diminish dependency on fossil fuels and toxic substances. The course will challenge you to conceive a sustainable entrepreneurial business concept and thereby make you familiar with the issues facing social and sustainable entrepreneurship due to their hybrid nature.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>During their programme, students of the LSM Master's in management and Master's in Business engineering will have developed the following capabilities :</p> <p>CORPORATE CITIZENSHIP</p> <ul style="list-style-type: none"> • Decide and act by incorporating ethical and humanistic values, integrity, respect for the laws and conventions, solidarity and civic action, and sustainable development. • Decide and act responsibly, while taking into account the social, economic and environmental sometimes antinomic, outcomes in the short, medium and long term, for the various stakeholders. <p>INNOVATION AND ENTREPRENEURSHIP</p> <p>1</p> <ul style="list-style-type: none"> • Identify new opportunities, propose creative and useful ideas; insituations that require new strategic approaches, break with existing models and paradigms, promote progress and change. <p>WORK EFFECTIVELY IN AN INTERNATIONAL AND MULTICULTURAL ENVIRONMENT</p> <ul style="list-style-type: none"> • Understand the innerworkings of an organization :developa global approach and integrate the internailogicused within the organization. <p>PERSONAL AND PROFESSIONAL DEVELOPMENT</p> <ul style="list-style-type: none"> • Self-motivation : be capable of creating a project in line with their own values and aspirations, confident and motivated in managing the implementation of the project, and persevere in difficult situations.

<p>Evaluation methods</p>	<p>The evaluation will take the form of:</p> <p>(1) Team Group work (group of 4-5 students): a mid-course video of their SSE project, and a written team report about their project and their entrepreneurial adventure. The team group project should draw on the topics learned during the course and will be defended during a team meeting with the professor in June. This teamwork will evaluate students' ability to identify a relevant social and/or environmental challenge(s), to elaborate a business model that tackles their social and/or environmental challenge(s), and to communicate effectively.</p> <p>(2) Individual written case study: this written assignment will evaluate students' understandings of key concepts and their ability to apply them to a real case.</p> <p>3) Individual continuous evaluation: continuous evaluation of students during in-course interactions and the redaction of reflexive journals about students' practices and learning.</p> <table border="0"> <thead> <tr> <th data-bbox="475 443 735 470">LSM Learning Objectives</th> <th data-bbox="970 443 1102 470">Assessment</th> </tr> </thead> <tbody> <tr> <td data-bbox="475 479 895 533">9.3: Self-development -Self-motivation: Know your values and develop a new coherent project.</td> <td data-bbox="970 479 1471 564">Effective participation in Reflexive Journals. Participation in course activities and contribution to its entrepreneurial team.</td> </tr> <tr> <td data-bbox="475 573 954 627">1.2 Act as a socially responsible actor: Incorporate ethical and human values into a project.</td> <td data-bbox="970 573 1471 658">Description of the approach in the intermediate video and in the final report; Oral defense of the team report.</td> </tr> <tr> <td data-bbox="475 667 954 743">1.3 Act as a socially responsible actor: Decide and act responsibly and taking into account multiple and varied time horizons.</td> <td data-bbox="970 667 1471 743">Description of the approach in the intermediate video and in the final report; Oral defense of the team report.</td> </tr> <tr> <td data-bbox="475 752 954 828">4.1: Innovation and entrepreneurship: Identify business models that deviate from traditional paradigms.</td> <td data-bbox="970 752 1471 828">Description of the approach in the intermediate video and in the final report; Oral defense of the team report.</td> </tr> <tr> <td data-bbox="475 837 954 922">5.1: Act in a multicultural and international context: Understand the internal functioning of organizations.</td> <td data-bbox="970 837 1471 922">Description of the approach in the intermediate video and in the final report; Oral defense of the team report.</td> </tr> </tbody> </table> <p>Individual case study.</p> <p>Re-sit (August session):</p> <p>If the Team group work is below 10/20: A revised version of the group project (on the same topic or a new one) is to be submitted and defended by the whole group in August. The weights of this part for the final grade remain similar as for the first sit.</p> <p>If the Individual written case study is below 10/20: A new written individual assignment taking the form of the exploration and analysis of a real case study, based on the concepts learned during the course and making use of the articles that were part of the readings. The weights of this part for the final grade remain similar as for the first sit.</p> <p>There is no re-sit for the continuous evaluation.</p> <p>By submitting your report and case study for evaluation:</p> <ul style="list-style-type: none"> - You affirm that it faithfully reflects the phenomenon studied, and for this you must have verified the facts, especially if they are claimed by a generative AI (the use of which you must explicitly mention as a tool to support the completion of your work); - You affirm that all sources of knowledge that go beyond the common domain are duly referenced. Common domain knowledge is universally established and is about what an informed reader can assess without needing confirmation from a separate source; - You affirm that you have complied with all the specific requirements of the work entrusted to you, in particular the requirements for transparency and documentation of the scientific approach implemented. <p>If any of these statements are not true, whether intentionally or through negligence, you are in breach of your ethical commitment to the knowledge produced as part of your work , and possibly other aspects of academic integrity, what constitutes academic misconduct and will be considered as such.</p>	LSM Learning Objectives	Assessment	9.3: Self-development -Self-motivation: Know your values and develop a new coherent project.	Effective participation in Reflexive Journals. Participation in course activities and contribution to its entrepreneurial team.	1.2 Act as a socially responsible actor: Incorporate ethical and human values into a project.	Description of the approach in the intermediate video and in the final report; Oral defense of the team report.	1.3 Act as a socially responsible actor: Decide and act responsibly and taking into account multiple and varied time horizons.	Description of the approach in the intermediate video and in the final report; Oral defense of the team report.	4.1: Innovation and entrepreneurship: Identify business models that deviate from traditional paradigms.	Description of the approach in the intermediate video and in the final report; Oral defense of the team report.	5.1: Act in a multicultural and international context: Understand the internal functioning of organizations.	Description of the approach in the intermediate video and in the final report; Oral defense of the team report.
LSM Learning Objectives	Assessment												
9.3: Self-development -Self-motivation: Know your values and develop a new coherent project.	Effective participation in Reflexive Journals. Participation in course activities and contribution to its entrepreneurial team.												
1.2 Act as a socially responsible actor: Incorporate ethical and human values into a project.	Description of the approach in the intermediate video and in the final report; Oral defense of the team report.												
1.3 Act as a socially responsible actor: Decide and act responsibly and taking into account multiple and varied time horizons.	Description of the approach in the intermediate video and in the final report; Oral defense of the team report.												
4.1: Innovation and entrepreneurship: Identify business models that deviate from traditional paradigms.	Description of the approach in the intermediate video and in the final report; Oral defense of the team report.												
5.1: Act in a multicultural and international context: Understand the internal functioning of organizations.	Description of the approach in the intermediate video and in the final report; Oral defense of the team report.												

<p>Teaching methods</p>	<p>This course rests on a variety of teaching methods:</p> <ul style="list-style-type: none"> • Home readings and individual assignments • On-site lectures and testimonies • Group assignment, including fieldwork <p>For each learning objective, a set of activities has been designed:</p> <table border="0"> <thead> <tr> <th style="text-align: left;">LSM Learning Objectives</th> <th style="text-align: left;">Learning activities in the course</th> </tr> </thead> <tbody> <tr> <td>9.3: Self-development -Self-motivation: Know your values and develop a new coherent project.</td> <td>Production of individual reflective journals (RJ) over the weeks. Elaboration of the S&S entrepreneurship project. Kick-off session in week 1 with sharing of individual intentions and (start of) co-construction of a common team identity. Elaboration of the S&S entrepreneurship project. Mid-term coaching session.</td> </tr> <tr> <td>1.2 Act as a socially responsible actor: Incorporate ethical and human values into a project.</td> <td>Introductory session on the hybrid nature of HSE initiatives. Testimony from a speaker with analysis of how the project integrates hybridity. "System thinking" session with use of the Loopy tool to understand the system and identify possible rebound effects and reproduction of inequality.</td> </tr> <tr> <td>1.3 Act as a socially responsible actor: Decide and act responsibly and taking into account multiple objectives and varied time horizons.</td> <td>Impact scaling session on scaling pathways for SSE initiatives and their impact assessment methods. Testimony in session with application of the theoretical framework. Team work on the "theory of change" of their entrepreneurial project.</td> </tr> <tr> <td>4.1: Innovation and entrepreneurship: Identify business models that deviate from traditional paradigms.</td> <td>Theoretical session on business modeling in SSE and their co-construction in a situation of uncertainty. Teamwork time. Inspiring testimonials (round table or Snowball exhibition). Production of the intermediate video.</td> </tr> <tr> <td>5.1: Act in a multicultural and international context: Understand the internal functioning of organizations.</td> <td>Theoretical session on the financing of SSE initiatives and scenario or testimony illustrating the theme. Theoretical session on the governance of SSE initiatives, visit to a cooperative or simulation of a general assembly. Application of theoretical frameworks directly in session during testimony.</td> </tr> </tbody> </table>	LSM Learning Objectives	Learning activities in the course	9.3: Self-development -Self-motivation: Know your values and develop a new coherent project.	Production of individual reflective journals (RJ) over the weeks. Elaboration of the S&S entrepreneurship project. Kick-off session in week 1 with sharing of individual intentions and (start of) co-construction of a common team identity. Elaboration of the S&S entrepreneurship project. Mid-term coaching session.	1.2 Act as a socially responsible actor: Incorporate ethical and human values into a project.	Introductory session on the hybrid nature of HSE initiatives. Testimony from a speaker with analysis of how the project integrates hybridity. "System thinking" session with use of the Loopy tool to understand the system and identify possible rebound effects and reproduction of inequality.	1.3 Act as a socially responsible actor: Decide and act responsibly and taking into account multiple objectives and varied time horizons.	Impact scaling session on scaling pathways for SSE initiatives and their impact assessment methods. Testimony in session with application of the theoretical framework. Team work on the "theory of change" of their entrepreneurial project.	4.1: Innovation and entrepreneurship: Identify business models that deviate from traditional paradigms.	Theoretical session on business modeling in SSE and their co-construction in a situation of uncertainty. Teamwork time. Inspiring testimonials (round table or Snowball exhibition). Production of the intermediate video.	5.1: Act in a multicultural and international context: Understand the internal functioning of organizations.	Theoretical session on the financing of SSE initiatives and scenario or testimony illustrating the theme. Theoretical session on the governance of SSE initiatives, visit to a cooperative or simulation of a general assembly. Application of theoretical frameworks directly in session during testimony.
LSM Learning Objectives	Learning activities in the course												
9.3: Self-development -Self-motivation: Know your values and develop a new coherent project.	Production of individual reflective journals (RJ) over the weeks. Elaboration of the S&S entrepreneurship project. Kick-off session in week 1 with sharing of individual intentions and (start of) co-construction of a common team identity. Elaboration of the S&S entrepreneurship project. Mid-term coaching session.												
1.2 Act as a socially responsible actor: Incorporate ethical and human values into a project.	Introductory session on the hybrid nature of HSE initiatives. Testimony from a speaker with analysis of how the project integrates hybridity. "System thinking" session with use of the Loopy tool to understand the system and identify possible rebound effects and reproduction of inequality.												
1.3 Act as a socially responsible actor: Decide and act responsibly and taking into account multiple objectives and varied time horizons.	Impact scaling session on scaling pathways for SSE initiatives and their impact assessment methods. Testimony in session with application of the theoretical framework. Team work on the "theory of change" of their entrepreneurial project.												
4.1: Innovation and entrepreneurship: Identify business models that deviate from traditional paradigms.	Theoretical session on business modeling in SSE and their co-construction in a situation of uncertainty. Teamwork time. Inspiring testimonials (round table or Snowball exhibition). Production of the intermediate video.												
5.1: Act in a multicultural and international context: Understand the internal functioning of organizations.	Theoretical session on the financing of SSE initiatives and scenario or testimony illustrating the theme. Theoretical session on the governance of SSE initiatives, visit to a cooperative or simulation of a general assembly. Application of theoretical frameworks directly in session during testimony.												
<p>Content</p>	<p>This course contributes to the LSM referential framework of the LSM and, more precisely to the learning outcomes 1.2, 1.3, 4.1, 5.1, and 9.3.</p> <p>1.2 Act as a socially responsible actor: Incorporate ethical and human values into a project. In this course, it means you'll learn how to integrate the hybrid nature of S&SE projects, namely the generation of economic, social and environmental value; and to adopt a critical perspective on S&SE initiatives, particularly in terms of rebound effects and about the reproduction of inequalities.</p> <p>1.3 Act as a socially responsible actor: Decide and act responsibly and taking into account multiple objectives and varied time horizons. In this course, it means making responsible decisions by simultaneously considering ethical, social, environmental and economic imperatives, while anticipating and managing short and long term objectives.</p> <p>4.1: Innovation and entrepreneurship: Identify business models that deviate from traditional paradigms. In this course, it means being able to imagine and test (with stakeholders) innovative business models that challenge traditional conventions, with an emphasis on models that impact the system in depth without being satisfied with addressing its dysfunctional symptoms.</p> <p>5.1: Act in a multicultural and international context: Understand the internal functioning of organizations. In this course, it means understanding the specificities of the governance of S&SE initiatives, in particular the plurality of stakeholders involved (investors, employees, beneficiaries, partners, subsidizing public authorities, etc.), and being able to analyse properly the functioning of an S&SE initiative, its strengths and weaknesses, based on the theoretical frameworks proposed in the course.</p> <p>9.3: Self-development -Self-motivation: Know your values and develop a new coherent project. In this course, it means you'll learn how to cultivate self-motivation by identifying and integrating one's own values into the creation and coherent development of a new S&SE project. Furthermore, it is about being able to maintain the alignment of your personal values with those of your partners and with the project objectives, as the business model is developed.</p> <p>In line with the learning objectives, this course consists of the following topics:</p>												

	<ul style="list-style-type: none">• Setting the scene:<ul style="list-style-type: none">• Introduction: Social and sustainable entrepreneurship - What's behind words?• Opportunities for social : elaborating relevant business models• System thinking for entrepreneurship• Scaling social & sustainable entrepreneurship<ul style="list-style-type: none">• Growth and scaling• Impact assessment• Acquiring and securing resources<ul style="list-style-type: none">• Revenue models• Finance for social & sustainable entrepreneurs• Organizing for social and sustainable entrepreneurship<ul style="list-style-type: none">• Stakeholder management and governance• Caring organizations
Bibliography	Reading portfolio provided on Moodle
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Multilingual Communication	MULT2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Law	DROI2M	5		
Master [120] in Linguistics	LING2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Motor Skills: Physical Education	EDPH2M	5		