



SEA:lab

Social Entrepreneurship Lab

Scaling Impact Internationally

Seminar

Social Entrepreneurship (6 ECTS)

Winter Semester 2021/22

About SEA:lab

Ever since Bill Drayton coined the term “Social Entrepreneurship” in the 1970s, ventures focused on solving societal challenges have both grown in number and become increasingly successful. From Muhammad Yunus’ Grameen Danone, to Munich-based Polarstern Energie, and Recup, social enterprises seek to create economic and societal value. Social entrepreneurship leads to the establishment of such social enterprises by identifying a social problem, recognizing an opportunity for a corresponding solution, and creating an enterprise for implementing the solution and effecting transformative change.¹

SEA:lab provides interested **master-level students** an opportunity to learn about social entrepreneurship through active engagement with existing social enterprises seeking to scale their operations and impact internationally. With societal challenges engendering a transdisciplinary problem, students across disciplines are invited to participate in the seminar, where teams will be instructed in the principles of social entrepreneurship. Students will participate in five blocked sessions and actively collaborate with one of five successful existing social enterprises towards solving a critical challenge in scaling their social impact internationally. The seminar is a joint initiative by the Social Entrepreneurship Akademie (SEA), the Technical University Munich (TUM), Ludwig-Maximilians-Universität (LMU) Munich, and the Munich University of Applied Sciences (“Hochschule München”, HM).

What you will learn:

- What social entrepreneurship and social enterprises are;
- What impact means across businesses and sectors;
- How to identify, understand, and solve a critical challenge faced by a real social enterprise seeking to maximize impact;
- How to consult for clients from the social impact sector;
- How to work in a diverse team;

...all while earning 5-6 ECTS points according to your university.

¹ See, for example, Martin, R. L., & Osberg, S. (2007), “Social entrepreneurship: The case for definition,” *Stanford Social Innovation Review*, 5 (2), 28-39.



How you will work:

You will...

- ...learn about theories, frameworks, methods, and techniques relevant to social entrepreneurship and your project in each of the five scheduled course sessions;
- ...work in small teams (maximally five students per team) on a challenge faced by a social venture;
- ...conduct the project autonomously (i.e., YOU are the driver of the project and responsible for a successful outcome) and assist the partnered social venture as a consultant with a final presentation at the end of the semester and a written report detailing the recommended actions;
- ...work in an English course environment (i.e., lectures and course materials are in English, and you will develop the presentation and report in English).

Formal course requirements:

- Mandatory participation in all five course meetings;
- Mandatory status updates with your coaches (assigned in the 1st course meeting) around the 2nd, 3rd, and 4th course meeting;
- Final examination consists of two components, each carrying 50% of the final course grade: (1) a 15-minute presentation during the 5th course meeting and (2) a final report of ca. 22,200 characters due exactly four weeks after the 5th course meeting. (Additional details will be provided during the course.)

Course Instructors and Staff:

- **Prof. Oliver Alexy** Professor for Strategic Entrepreneurship, TU Munich
- **Dr. Alexandra Mittermaier** Postdoctoral researcher, TU Munich
- **David Huber** Doctoral candidate, TU Munich
- **Prof. Jelena Spanjol** Professor and Head, Institute for Innovation Management (IIM), LMU Munich
- **Jan-Frederic Kuhlmann** Doctoral candidate, LMU Munich
- **Prof. Bettina Maisch** Professor for Entrepreneurship, University of Applied Science Munich and Head of Education and Qualification at the Strascheg Center (SCE)
- **Anne Doerner** Head of Social Start-up Consulting and Corporate Social Responsibility (CSR), Social Entrepreneurship Akademie (SEA)
- **Carola Vogel** Head of Qualification, Social Entrepreneurship Akademie (SEA)

Mandatory course meetings for student participants:

Monday, Oct. 18 th 2021	09:00 - 17:30h	(1st Course Meeting)
Monday, Nov. 8 th 2021	09:00 - 17:30h	(2nd Course Meeting)
Monday, Dec. 6 th 2021	09:00 - 17:30h	(3rd Course Meeting)
Monday, Jan. 10 th 2022	09:00 - 17:30h	(4th Course Meeting)
Monday, Jan. 31 st 2022	09:00 - 17:30h	(5th Course Meeting & Final Presentations)

Mandatory course meetings for social entrepreneurs with mandate:

Monday, Oct. 18 th 2021	12:00 - 17:30h	(Introduction of mandates and teams)
Monday, Jan. 31 st 2022	15:00 - 17:30h	(Final presentations)

While we hope to hold the course in presence format (i.e., through physical meetings in a classroom), the COVID-19 situation continues to create uncertainties. As we get closer to the course start (and the latest by October 8, 2021), we will let you know how the course will be held.

How you apply to participate for SEA:lab

The seminar can accommodate up to 30 students.

In order to apply for the seminar, please follow the relevant procedure:

- 1) **TUM students:** For students of the School of Management, please apply through the TUM School of Management's central online tool. Please make sure to provide a cover letter and up-to-date CV there. For all other students, please send a cover letter, up-to-date CV, and grade transcript to o.alex@tum.de **before September 10th.**
- 2) **LMU students:** Please note that this course has an admission capacity limited to 15 students from LMU. To apply, you will need to fill out an application form (details TB on the IIM website <https://www.en.iim.bwl.uni-muenchen.de/teaching/index.html>) by **September 27, 2021**. Earlier applications will be considered preferentially. You will be notified of the outcome by **October 1, 2021**, at which point you will need to confirm your participation in the course (if admitted).
- 3) **HM students:** Please register for the seminar "POM3100 Practice of business creation" on the department system. For any questions, please contact Prof. Bettina Maisch (Bettina.maisch@hm.edu).

Sample clients and their mandates:



Scaling the IMPACTFILM Festival within Europe.

Main task: A feasibility study for the European expansion.



getINNOtized – How to enter a French-speaking market to fight brain drain in Africa?

Goal: 100 employees and pilot delivery by 2020.



Brand Awareness Strategy for Green City AG

Main task: Development of a Strategy for the Green City Family Brand and their sub-brands



Go to Market and scaling strategy for CDMS

Main task: Prepare a roadmap for developing a strategy document and for its implementation



Maisha Meds – how to expand the POS software into pharmacies in 6 additional countries in Africa.

Goal: Country expansion strategy and roadmap



Scaling SOS Children Villages' impact through

foundations' funds - How to secure more partnerships and financial support by German foundations?

etc...