Social Entrepreneurship Akademie

LMU Ludwig-Maximilians-Universität München

Technische Universität München

SEA:lab

Social Entrepreneurship Lab

Scaling Impact Internationally

Seminar
Social Entrepreneurship (6 ECTS)
Winter Semester 2025/26

Briefing Students
SEA:lab #19

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) and the Ludwig-Maximilians-Universität (LMU) Munich.

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
• **Prof. Jelena Spanjol**	Professor and Head, Institute for Innovation Management (IIM), LMU Munich
• **Carola Vogel**	Head of Qualification, Social Entrepreneurship Akademie (SEA) & TU Munich
• **Anne Doerner**	Social Start-up Consulting, Social-Startup-Hub Bavaria/ Social Entrepreneurship Akademie (SEA)

Mandatory course meetings for student participants:

Tuesday, **Oct. 21, 2025**	9 am – 6.00 pm	(1st Course Meeting)
Tuesday, **Nov. 11, 2025**	1 pm – 6.00 pm	(2nd Course Meeting)
Tuesday, **Dec. 9, 2025**	1 pm – 6.00 pm	(3rd Course Meeting)
Tuesday, **Jan. 20, 2026**	1 pm – 6.00 pm	(4th Course Meeting)
Tuesday, **Feb. 3, 2026**	9 am – 6.00 pm	(5th Course Meeting & Final Presentations)

Mandatory course meetings for social entrepreneurs with mandate:

Tuesday, Oct. 21, 2025	9 am – 6.00 pm	(Introduction of mandates and teams)
Tuesday, Feb. 3, 2026	tba	(Final presentations)

In between the block sessions, you will have to work autonomously on your projects. There will be mandatory sessions for the students with coaches every second week. Submission deadline for the final documents (22.000 char. max.) must be checked with the supervisor.

How you apply to participate for SEA:lab

The seminar can accommodate up to 30 students. 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.alexy@tum.de **before September 5th.**

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 30, 2025**. Earlier applications will be considered preferentially. You will be notified of the outcome by **October 6, 2025**, at which point you will need to confirm your participation in the course (if admitted).


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Sample clients and their mandates:

forStory	**ForStory – Scaling the IMPACTFILM Festival within Europe.** Main task: A feasibility study for the European expansion.
EINHUNDERT	**EINHUNDERT Cloud: Scaling solar power supply in multi-family housing internationally** – How to qualify a national business model for EU and US markets?
kaputt.de	**Kaput.de** – After becoming an established player in the German repair market we want to expand our offerings internationally
CDMS Chronic Drugs Medical Scheme	**Go to Market and scaling strategy for CDMS** Main task: Prepare a roadmap for developing a strategy document and for its implementation
Maisha Meds	**Maisha Meds – how to expand the POS software into pharmacies in 6 additional countries in Africa.** The goal: Country expansion strategy and roadmap
Miyonga Quality, Wholesome, Sustainable	**Miyonga Fresh Greens** – How to develop a framework and model for Miyonga's Regional Franchising strategy (within East Africa) in order to meet growing international demand for tropical dried fruit?
healthyminds innovations®	**Worldcafé Europe e.V.** – Market entry strategy, financial plan and communication strategy to promote a German language version of the Healthy Minds Innovations® App in the DACH region.
omegga	**Solving an ethical dilemma in the egg industry** Help to prevent the worldwide killing of male day-old chicks and scale Omegga's business model internationally by defining applications for partially incubated and sorted out chicken eggs.
SCRAPBEES	**Scrap collection service that brings sustainability and transparency to tomorrow's scrap disposal through digital innovation and green technologies.** Developing a reliable impact measurement and reporting campaign to win steel mills as partners.
TARABAO	**Supplier of nuts and dried fruits for bulk shops with own production and warehouse.** Competitors analysis to identify potential future unique selling points for sustainability-oriented B2C costumers