

2024年度後期 e-STARTプログラム コース4/e-START Program course 4

所属・職名 School, Job Title	The IDEC Institute, Assistant Professor
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① コーステーマ / Theme of the course			
Social Entrepreneurship			
② 教養教育科目/Liberal Arts Subject			
<input type="checkbox"/> オンライン国際ゼミ A (1 単位) /Online International Seminar A (1credit)			
③ コース開始日 / Course Start Date			
<input type="checkbox"/> 第3ターム・第4ターム (2024年12月-2025年2月5日)			
④ 共同実施先の大学名, 国・地域名 (2 大学/国・地域以上ある場合は, 欄を追加してください) Overseas university(ies) to jointly conduct the course – add cells if needed			
国・地域名 1 term) /region	Agile Entrepreneurship Development Program India	大学名 1 Name of university	Birla Institute of Technology and Science, Pilani (BITS-Pilani)
国・地域名 2 term) /region	Agile Entrepreneurship Development Program India	大学名 2 Name of university	Indian institute of Management Bangalore
国・地域名 3 Country/region	Agile Entrepreneurship Development Program Australia	大学名 3 Name of university	The University of New South Wales
国・地域名 4 Country/region	Agile Entrepreneurship Development Program UK	大学名 4 Name of university	The University of Sheffield
⑤ コースでの使用言語/ Language to be used in the course		English	
⑥ 使用予定のオンラインツール /Communication platform used in the course		Zoom/Teams	

<p>⑦ 対象学生等/Eligibility</p> <p>※原則、最終 Semester 学生は単位付与のタイミング上、「単位不要」での登録となる。</p> <p>※大学院生は学部の科目の単位付与可能</p>	<p><input type="checkbox"/>学部生のみ/undergraduate student only</p> <p><input type="checkbox"/>大学院生のみ/graduate student only</p> <p><input checked="" type="checkbox"/>学部生・大学院生どちらでも/Both undergraduate and graduate student</p> <p><input type="checkbox"/>教職員の見学可/ the visits are available for faculty and staff</p>
<p>⑧ 曜日・時間/Day and Time</p> <p>現時点で分かる情報をご提供ください</p>	<p>10, 15, 16, 22, 23, 29, 30 January 2025</p> <p>18:00~21:00(JST)</p>
<p>⑨ 募集人数/Capacity</p>	<p>最小開講人数：6名/Minimum number of participants</p> <p>最大募集人数：30名/Maximum number of participants</p>
<p>⑩ 募集終了日 / Application due date</p>	<p>2024 年 12 月 18 日</p>
<p>⑪ 持っておくと望ましい背景知識</p> <p>Recommended background knowledge</p>	
<p>Awareness of societal challenges.</p> <p>Familiarity with fundamental business concepts, such as business models and revenue generation, will be helpful.</p>	
<p>⑫ コース概要/ Outline of the course</p>	
<p><b>Lecture 1: Introduction to Social Entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• Define Social Entrepreneurship</li> <li>• Historical Overview</li> <li>• Key Concepts</li> </ul> <p><b>Lecture 2: Identifying Social Problems</b></p> <ul style="list-style-type: none"> <li>• Understanding Societal Issues</li> <li>• Methods for Problem Identification</li> <li>• Case Studies</li> <li>• Ethical Considerations</li> </ul> <p><b>Lecture 3: Business Models for Social Ventures</b></p> <ul style="list-style-type: none"> <li>• Types of Social Ventures</li> <li>• Business Model Canvas</li> <li>• Revenue Generation</li> <li>• Measuring Social Impact</li> </ul> <p><b>Lecture 4: Funding and Resource Mobilization</b></p> <ul style="list-style-type: none"> <li>• Funding Sources</li> <li>• Writing Effective Grant Proposals</li> <li>• Building Partnerships</li> </ul>	

- Resource Management

### Lecture 5: Scaling and Growth Strategies

- Scaling Strategies
- Challenges and Opportunities
- Case Studies
- Impact Assessment

### Group Work and Collaboration

- Group projects related to social entrepreneurship, such as developing a business plan or conducting a community needs assessment.
- Groups present their projects to the class.

⑬ コース内容詳細案（必要に応じ補足資料を添付してください）

Detailed plan of the course (please attach supplementary documents if necessary)

#### (1) 講義 Plan of specialized lecture

時期/Period : 10, 15, 16, 22, 23 January, 2025

内容/Details :

Class 1. Self-introduction, orientation about the course and introductory lecture on social entrepreneurship.

Class 2. Lecture and open discussion on identifying social problems.

Class 3. Lecture and discussion on types of social ventures and their societal impacts.

Class 4. Lecture and discussion on acquisition of funds for social ventures.

Class 5. Lecture and discussion growth strategies and impact evaluation of the development interventions.

時間数合計/Total hours : 10 時間/hours

#### (2) グループワーク Plan of group work

時期/Period : From 24-28 January, 2025

内容/Details :

I have divided the group work into three sections. Each group will consist of 3-5 students, and they are expected to perform the following three group activities.

##### 1. Exploring existing social enterprises/organizations

Students will choose one existing social enterprise or organization that they admire. Each student will explain why they admire their chosen organization, and within their groups, they will discuss and compare the strengths, innovations, and impact of these organizations. The goal is to identify common elements or strategies that contribute to their admiration. At the end, each group will present key takeaways from their discussions, and the class will have a collective discussion on the common features that lead to admiration for social enterprises.

##### 2. Identifying and analyzing social issues

In the second part of the grouping activity, students will individually identify and present one social issue in their local communities, provinces, cities, or countries. They will discuss why these problems are important to be overcome and their potential impact. After individual presentations, groups will discuss the presented social issues and look for common themes or areas where innovative solutions are needed.

### 3. Developing social enterprise and operationalization plan

The third part of this group work activity focuses on putting knowledge into action. Students will brainstorm innovative solutions to the social issues identified in #2 and consider different social enterprise models to address the problems. Groups will work together to develop detailed operationalization plans for their proposed social enterprises. This includes crafting mission statements, defining business models, planning for impact measurement, ensuring sustainability, and addressing legal and ethical considerations.

時間数合計/Total hours : 16 時間/hours

#### (3) グループ発表 Plan of final group presentation

時期/Period : 1 月/month 29 日/day 頃 ~ 1 月/month 30 日/day 頃

\*The presentation date can be flexibly arranged mutually

内容/Details :

Each group will present their comprehensive social enterprise plan, including mission and vision statements aligned with the identified social issue, a detailed business model for revenue generation and sustainability, operationalization plans, methods for impact measurement, and strategies for long-term sustainability and growth. Following each presentation, there will be a Q&A session for classmates to provide feedback and engage in discussions.

時間数合計/Total hours : 4 時間/hours

#### ⑭ その他/ Others