



BOVA intensive Bachelor course
**EXPLORING SOCIAL ENTREPRENEURSHIP
 IN THE BALTIC STATES**

Venue: Estonia, Tartu, Estonian University of Life Sciences

Take a part in a BOVA social entrepreneurship course and get international experience!

The rationale of this course is to provide students with the confidence and competence to plan businesses aimed at solving social and environmental issues. As this course contains both practical and theoretical elements students can expect to spend a significant amount of time in group workshops and assignments preparing and designing a social enterprise business plan.

WHAT I WILL LEARN?

- how to start a business that helps to solve social and environmental problems in your everyday environment
- practical experience from social and community enterprises in Estonia
- social enterprise business models and marketing strategies
- how to measure and evaluate social impact of social enterprise
- how to create ideas for social business by using creative thinking methods
- financing models for social enterprise
- how to make a business plan for social business

The course consists of two parts:

1. Distance learning part
2. Intensive course lectures and workshops **October 14 – 18, 2019**

During the intensive course students will:

- listen to lectures,
- participate in workshops,
- visit social enterprises near the town of Tartu

The intensive course will end with a presentation of the group work business plan

	AM	PM
Day 1	<p><u>Part A: Identifying Rural Social Enterprise Challenges</u></p> <p>A.1 The social challenges facing rural communities. Lecture: Challenges facing rural communities facilitated by</p>	<p>A.2 Defining Social Enterprise</p> <p>Lecture: Defining the Social Enterprise by <u>Dr. Roger Evans, EMU Tartu</u></p>

	<p>Dr Merja Lähdesmäki, University of Helsinki, Faculty of Agriculture, Ruralia Institute</p> <p>1st assignment: Rural community challenges, the potential of social enterprise</p> <p>What motivates Social Entrepreneurs? An inspirational talk from a social enterprise manager</p>	<p>Followed by a group plenary for questions and answers and reflection on the social enterprise lecture</p> <p>A.3 Social Enterprise Business Models</p> <p>Lecture: Social entrepreneurship business models by Teaching Professor Shahrazad Hadad, ASE, Bucharest</p> <p>Interactive reflection and discussion</p>
Day 2	<p>Study visits to social and community enterprises facilitated by all lecturers</p> <p>Visits to rural communities, NGOs and social enterprises in Tartu County and along the Lake Peipsi coastline to study rural community social and environmental issues.</p>	
Day 3	<p>A.4 Group presentations: Local challenges</p> <p>Groups prepare and present on “Rural community challenges, the potential of social enterprise”</p> <p>Part B: Designing Ideas</p> <p>B.1 Design Thinking</p> <p>Design Thinking for rural communities - with interactive exercises, facilitated by Associate Professor Lāsma Līcīte, Latvia University of Life Sciences and Technologies</p> <p>Part C: Designing the Business</p> <p>C.1 The business plan</p> <p>Workshop: The Social Enterprise Business Plan facilitated by Dr. Roger Evans, EMU Tartu</p>	<p>C.2 Financing models</p> <p>Workshop: Financing models for the social enterprise facilitated by Dr Mervi Raudsaar, Tartu University</p> <p>C.3 Marketing strategies</p> <p>Workshop: Marketing strategies for social enterprise facilitated by Associate Professor Lāsma Līcīte, Latvia University of Life Sciences and Technologies</p> <p>Interactive discussion: questions and answers</p> <p>C.4 Social impact</p> <p>Workshop: Measuring and evaluating social impact facilitated by Associate Professor Lāsma Līcīte, Latvia University of Life Sciences and Technologies</p> <p>Rationale and methodologies for measurement of Social Enterprise impact</p> <p>Interactive discussion: questions and answers</p> <p>Workshops followed by 2nd group assignment - creating a social enterprise business plan: Dr. Roger Evans, EMU Tartu (lead) and all lecturers</p>

Day 4	Group assignment - creating a social enterprise business plan facilitated by all lecturers	Group assignment - creating a social enterprise business plan facilitated by all lecturers
Day 5	Groups present their social enterprise business plan facilitated by all lecturers	<p>Part D: Revision and Evaluation</p> <p>D.1 Revision and Evaluation</p> <p>Final discussion and farewell facilitated by Dr. Roger Evans, EMU Tartu</p>

WHAT ARE THE BENEFITS OF PARTICIPATION?

- best experience in social entrepreneurship from lecturers from Baltic States, Finland and Romania
- international experience and knowledge on social entrepreneurship
- practical experience from social entrepreneurs that you will gain during field trips
- 4 ECTS upon successful completion of the course, that will be recognised by your home university

WHAT SHOULD BE DONE TO COMPLETE THE COURSE?

Group assignment: presentation of social enterprise business plan

SCHOLARSHIP INFORMATION: Students from NOVA and BOVA universities can participate **for free**, they are advised to contact the local Nordplus coordinators and apply for Nordplus Express Mobility grants to cover accommodation and travel costs. EMÜ will cover lunches and excursions.

Please register online: [The registration form](#)

Registration deadline: October 7th, 2019.

MORE INFORMATION:

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