

Intensive Bachelor level course

EXPLORING SOCIAL ENTREPRENEURSHIP IN THE BALTIC STATES

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: **21-25 September 2020**
2. Intensive course lectures and workshops **27 September – 3 October 2020**

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.

Venue: Estonian University of Life Sciences, Tartu, Estonia.

| | AM | PM |
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| Day 1 | <p><u>Part A: Course orientation and introductions</u> 1/ Icebreaker getting to know each other 2/ Introduction to the intensive programme, business plan assignment and study visit 3/ Students deliver their distance learning work presentations “Rural community challenges, the potential of social enterprise” Evening: Guided walk in Tartu town centre</p> | |
| Day 2 | <p><u>Part B: Identifying Rural Social Enterprise Challenges</u> B.1 The social challenges facing rural communities. Lecture and workshop: Challenges facing rural communities B.2 Defining Social Enterprise Lecture: Defining the Social Enterprise What motivates Social Entrepreneurs? An inspirational talk from a social enterprise manager</p> | <p>B.3 Social Enterprise Business Models Lecture: Social entrepreneurship business models Interactive reflection and discussion B.4 Rural Social Infrastructure Lecture: Management of Rural Social Infrastructure Workshop - participatory learning board game Rufopoly</p> |

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| Day 3 | Study visits to social and community enterprises Visits to rural communities, NGOs and social enterprises in Tartu County along Lake Peipsi coastline to study the challenges, social and environmental issues facing rural communities | |
| Day 4 | <u>Part C: Designing Ideas</u> C.1 Design Thinking Design Thinking for rural communities | C.1 Design Thinking continued Design Thinking for rural communities - with interactive exercises |
| Day 5 | <u>Part D: Designing the Business</u> D.1 The business plan Workshop: The Social Enterprise Business Plan D.2 Financing models Workshop: Financing models for the social enterprise | D.3 Marketing strategies Workshop: Marketing strategies for social enterprise Interactive discussion: questions and answers D.4 Social impact Workshop: Measuring and evaluating social impact Rationale and methodologies for measurement of Social Enterprise impact Interactive discussion: questions and answers |
| Day 6 | Group assignment - creating a social enterprise business plan | Group assignment - creating a social enterprise business plan |
| Day 7 | Groups present their social enterprise business plan | <u>Part E: Revision and Evaluation</u> D.1 Revision and Evaluation Final discussion and farewell |

WHAT ARE THE BENEFITS OF PARTICIPATION?

- best experience in social entrepreneurship with lecturers from Baltic States and Finland
- 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

HOW MUCH IT WILL COST? The course is free for students from BOVA and NOVA network universities. Students from NOVA and BOVA universities are advised to contact their local Nordplus coordinators and apply for Nordplus Express Mobility grants to cover accommodation and travel costs.

WHEN SHOULD I APPLY? **Registration is open until September 15, 2020.**

HOW TO APPLY?

- Complete the **online application** that is available on the BOVA home page <http://bova-university.org>

MORE INFORMATION:

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