

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED ECONOMIC AND SOCIAL SCIENCES		
<b>ACADEMIC UNIT</b>	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
<b>LEVEL OF STUDIES</b>	<i>Undergraduate</i>		
<b>COURSE CODE</b>	5514	<b>SEMESTER</b>	5st
<b>COURSE TITLE</b>	SOCIAL ENTREPRENEURSHIP & SUSTAINABLE DEVELOPMENT		
<b>INDEPENDENT TEACHING ACTIVITIES</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		4	5
<b>COURSE TYPE</b>	In-Depth Analysis		
<b>PREREQUISITE COURSES</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	Greek		
<b>IS THE COURSE OFFERED for ERASMUS STUDENTS?</b>	YES (in English)		
<b>COURSE WEBSITE (URL)</b>	<a href="https://oeclass.aua.gr/eclass/courses/4816/">https://oeclass.aua.gr/eclass/courses/4816/</a>		

### 2. LEARNING OUTCOMES

#### Learning Outcomes

##### The aim of the course is:

- to familiarize students with the overall view of a social enterprise with the formulation and implementation of its strategy with emphasis on the use of technology, knowledge and innovation,
- the creation of knowledge-based social and sustainable firms is being considered,
- the treatment of technological and business strategy as a dynamic process of utilizing its resources and capabilities.
- to familiarize students with the contribution of social entrepreneurship on sustainable growth

##### Upon successful completion of the course, the student will be able to:

- understand issues concerning social and sustainable innovation and entrepreneurship,
- create social and cooperative business ventures based on the use of knowledge and technology for development at the regional level
- design a business plan and evaluate technical, financial and operational data in the frame of the principles of sustainable growth.

#### General Competences

- Search for, analysis and synthesis of data and information by the use of appropriate technologies
- Adapting to new situations
- Decision-making
- Individual/Independent work
- Group/Team work
- Development of free, creative and inductive thinking

- Respect for difference and multiculturalism
- Showing social, professional, and ethical responsibility and sensitivity to gender issues

### 3. SYLLABUS

1. Social economy, social entrepreneurship and social enterprises: basic definitions, characteristics and typologies
2. Social entrepreneurship: Causes of development and challenges, the relationship with sustainable growth
3. Types of values created through social enterprises: Performance measurement, social impact and value chain
4. Social entrepreneurship and sustainable development goals
5. Innovation, social entrepreneurship and sustainable development
6. Growth strategies in social entrepreneurship
7. Designing a social enterprise: operational plans, organization and management of social enterprises
8. The business model canvas for social enterprises
9. Social enterprises and Corporate Social Responsibility of for-profit enterprises
10. Women's social entrepreneurship
11. Skills and competences of social entrepreneurs
12. Social entrepreneurs: case studies
13. Social entrepreneurship in Greece

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b>	Face -to-face, Distance learning					
<b>USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>• Support of the learning process through the AUA Open eClass platform of the University (Integrated Electronic Course Management System)</li> <li>• Support of the lectures using presentation software</li> <li>• Use of audiovisual material</li> <li>• Use of Internet applications</li> </ul> <p><b>Communication with students:</b> face to face at office hours, email, eclass platform</p>					
<b>TEACHING METHODS</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Work Load</i></th> </tr> </thead> <tbody> <tr> <td>Lectures (direct)</td> <td style="text-align: center;">52</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Work Load</i>	Lectures (direct)	52
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Lectures (direct)	52					

	<i>Writing paper/ papers</i>	32
	<i>Independent Study</i>	39
	<i>Advisory support</i>	0,5
	<i>Exams</i>	2
	<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	<b>125.5 h</b>

**STUDENT PERFORMANCE  
EVALUATION**

The evaluation process is in the language that the course is taught (Greek or English) and consists of:

- i. Compulsory written final examination at the end of the semester (weighting factor **70%** at least) which may include:

- Multiple choice questionnaires
- Open-ended questions
- Problem solving
- Oral examination

**Evaluation criteria:** correctness, completeness, clarity

- ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes:

- Multiple choice questionnaires
- Open-ended questions
- Problem solving
- Essay/report
- Oral examination

**Evaluation criteria:** correctness, completeness, clarity

**Special learning difficulties:**

Students with **special learning difficulties** in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.

**Specifically-Defined Criteria:**

The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.

## 5. ATTACHED BIBLIOGRAPHY

### ***Suggested Bibliography in Greek Language:***

- Αποστολόπουλος, Ν. Δερμάτης, Ζ., Λιαργκόβας, Π. (2020). *Κοινωνική οικονομία και κοινωνική επιχειρηματικότητα*. Πατάκης. Κωδικός Βιβλίου στον Εύδοξο: 94700732
- Δημαδάμα, Ζ. (2021). *Βιώσιμη οικονομική ανάπτυξη: Η ενσωμάτωση των 17 στόχων του ΟΗΕ*. Παπαζήσης. Κωδικός Βιβλίου στον Εύδοξο: 102106904
- Καμινάρη-Κλήμη, Ο. (2010). *Κοινωνική Οικονομία*. Ελληνοεκδοτική. Κωδικός Βιβλίου στον Εύδοξο: 7670
- Κυριακίδου, Ο. & Σαλαβού, Ε. (2014). *Κοινωνική Επιχειρηματικότητα*. Rosili. Κωδικός Βιβλίου στον Εύδοξο: 41955379
- Κυριακόπουλος, Π. (2021). *Γυναικεία Κοινωνική Επιχειρηματικότητα: Μελέτες Περίπτωσης από το Ηνωμένο Βασίλειο*. Σιδέρης. Κωδικός Βιβλίου στον Εύδοξο: 112695355

### ***Suggested bibliography in English Language:***

- Acar Erdur, D. (Ed.). (2020). *Creating Social Value Through Social Entrepreneurship*. IGI Global.
- Chahine, T. (2016). *Introduction to social entrepreneurship*. CRC Press.
- Nicolopoulou, K., Karataş-Özkan, M., Janssen, F., & Jermier, J. M. (Eds.). (2017). *Sustainable entrepreneurship and social innovation*. Routledge Taylor & Francis Group Earthscan from Routledge.
- Singh, A., & Reji, E. M. (Eds.). (2021). *Social entrepreneurship and sustainable development*. Routledge.
- Stenn, T. L. (2016). *Social entrepreneurship as sustainable development: Introducing the sustainability lens*. Springer.

### **Related academic journals:**

- Sustainability
- Journal of Social Entrepreneurship
- Social Enterprise Journal
- International Journal of Social Entrepreneurship and Innovation