

Module description

Field of study HES-SO Business, Management and Services

Degree course Master of Science HES-SO in Business Administration

1 **Title of module** **Impact Entrepreneurship** **2021-2022**

Code E.MScBA.390.OE11.E.21	Type of course * <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other			
Level <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<table border="0"> <tr> <td>Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO</td> <td>Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module</td> <td>Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres</td> </tr> </table>	Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres
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2 **Organisation**

ECTS Value 5	Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English
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3 **Prerequisites**

- The following module(s) must have been validated
 The following module(s) must have been attended
 none
 other

Other prerequisites

4 **Skills to be gained / general learning objectives**

At the end of the course, the students will be able to:
 ... define and discuss the phenomena of family business
 ... understand the complexity and dynamics of family business
 ... inspect family businesses from different strategic perspectives
 ... identify core stakeholders of family firms (i.e. family, owners and business) and their diverse interests
 ... understand the emergence of the impact entrepreneurship and the type of organizations
 ... describe the vision of a impact entrepreneur and the complex mixtures of social, environmental and economic objectives
 ... understand the multiplicity of business models and the complexity of the ecosystem
 ... learn how social entrepreneurs mobilize different kinds of resources and develop market and non-market goods and services and how they rely or not upon public funding (hybrid financing)
 ... understand and describe the societal value creation through product, services and/or process and the concept of societal value innovation
 ... understand the hybrid value chain concept and the co#creation approach

5 **Teaching and content**

The objective of the module is to provide a general understanding of different types of organisation and approaches with focus on "Social Entrepreneurship" and "Family Firms". Impact Entrepreneurship refers to the practice of combining innovation, opportunity and resourcefulness to address some of our most challenging social, economic and environmental problems.

If the founder intends to or has passed the business to his/her family members and would like to sustain the family control over the business over generation, the business would become a "family firm".

The objective of the module is to provide a general understanding of the social entrepreneurship and the different types of organisation and approaches. Social entrepreneurship refers to the practice of combining innovation, opportunity and resourcefulness to address some of our most challenging social, economic and environmental problems. The course will examine the evolution of the practice of entrepreneurship that focuses on transforming systems and practices that affect positively communities and ecosystems. The course places an emphasis on the role of social entrepreneurship as a new strategic space, where products and services innovation and market-based mechanisms are leveraged to create a positive impact, which is increasingly seen as a powerful alternative to traditional social policy, state and development interventions.

Leading social entrepreneurs and others in the supporting ecosystem will participate in the course, sharing insights and experiences on the issues examined. The course will draw upon lectures, case studies (live and documented), and group work.

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6 **Assessment and validation methods**

The evaluation for Family Business (40%) would include:

- Class participation
- Group project
- Written exam

Applied project work on "social entrepreneurship" during the semester: 60%.

In case of a remediation exam, the module head informs early enough the student about the form of the exam, which can be different than the original one.

7 **Reassessment requirements ***

- reassessment possible
- no reassessment
- other (please specify below)

7a **Reassessment requirements (if module is repeated) ***

- reassessment possible
- no reassessment
- other (please specify below)

other reassessment modalities

8 **Remarks**

9 **Bibliography**

Zellweger, T.: Managing the Family Business: Theory and Practice, 2017
Bird, M, Halter, F., Zellweger, T.; Kissling, S., Andric, M., Christen, A., Gachet, E. & Schenk, R.: Company Succession in Practice – The Challenge of Generation Change. Credit Suisse, 2016.
Bathélémy A., Keller S., Stiline, R., Stratégie et financement des entreprises sociales et solidaire, Rue de l'Echiquier, 2014
Borzaga C., Dfourny J, The emergence of Social Enterprise, Routledge, 2004
Kerlin, J.A., Social enterprise, a global comparison, Tufts University press, 2009
Huybrecht B, Fair Trade Organizations and Social Enterprise, Routledge, 2012
Nyssens, M., Social Enterprise, Routledge, 2006

10 **Teaching staff**

Name of head of module *

Laurent Houmard & Raphaël Gaudart

Description validated on *

10.09.2021

Description validated by *

Raphaël Gaudart