

COURSE: HOW TO MAKE IMPACT ENTERPRISE SUSTAINABLE			
AUTHOR: LUKAS VALEK, PHD			
THEME: BUSINESS MODELS: SOCIAL, ENVIRONMENTAL AND BEYOND			
MODULE: 3			
SESSION: 3			
LECTURE TOPICS: IMPACT BUSINESS MODELS			
TARGET GROUP: STUDENTS AND ADULTS			
INTEGRATION INTO CURRICULUM: COURSE: 3PO643 SOCIAL ENTREPRENEURSHIP: INNOVATION AND IMPACT			
LEARNING OUTCOMES:			
<ul style="list-style-type: none"> • COMPREHENSION OF HOW IT IS POSSIBLE TO EARN MONEY (AND MAKE SUSTAINABLE) A SOLUTION FROM WITHIN FRAME OF SOCIAL AND ENVIRONMENTAL PROBLEMS • KNOWLEDGE OF INSTITUTIONAL VOIDS • KNOWLEDGE OF BASIC IMPACT BUSINESS MODELS 			
LECTURE OBJECTIVES:			
<ul style="list-style-type: none"> • Introduce core impact business models • Let students navigate through them and synthetise what could be most beneficial for various scenarios 			
LECTURE DURATION: 120			
GREEN SKILLS ADDRESSED: DESIGN SKILLS, MANAGEMENT SKILLS, COMMUNICATION SKILLS			
SDGS ADDRESSED: GOAL 11:SUSTAINABLE CITIES AND COMMUNITIES, GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION, GOAL 8: DECENT WORK AND ECONOMIC GROWTH, GOAL 17: PARTNERSHIPS FOR THE GOALS			
LECTURE DEVELOPMENT			
BEFORE: Collection of interesting business models in a country and abroad			
INTRO: Review of the homework from previous session. Each student gets a minute to introduce his/her enterprise and answer questions. The last question was about business models. We remember or note level of knowledge of students about individual enterprises for later use. This round also opens the topic of business models.			
20 minutes			
DURING:			
TIME - MINUTES	TYPE OF ACTIVITY	LEARNING ACTIVITIES	(VISUAL) AIDS
40	PRESENTATION AND DISCUSSION	TEACHER HAS A PRESENTATION READY ABOUT WHAT IS ACTUALLY A BUSINESS MODEL (SUMMARISING THE INTRO), INSTITUTIONAL VOIDS AND MATRIX OF 9 MOST COMMON	PRESENTATION AND WEBSITES OF SELECTED ENTERPRISES

		IMPACT BM AND SOME EXAMPLES.	
30	DISCUSSION	TAKING INDIVIDUAL ENTERPRISES AND FRAMING AND CORRECTING THEIR ORIGINAL ASSUMPTIONS TO DEFINE MOSTLY THE BUSINESS MODEL AND HOW THEY ACHIEVE FINANCIAL SUSTAINABILITY.	
<p>BEYOND:</p> <p>Homework: Check your selected enterprises (or select others) and find out how they measure impact.</p> <p>ADDITIONAL MATERIAL:</p> <p>GRASSL WOLFGANG: BUSINESS MODELS OF SOCIAL ENTERPRISE: A DESIGN APPROACH TO HYBRIDITY, ACRN JOURNAL OF ENTREPRENEURSHIP PERSPECTIVES, VOL. 1, ISSUE 1, P. 37 – 60, FEB. 2012, ISSN 2224-9729 ONLINE HTTP://WWW.ACRN.EU/RESOURCES/JOURNALS/JOE012012/GRASSL_SE-HYBRIDITY.PDF</p> <p>SOCIAL BUSINESS MODEL CANVAS ONLINE: HTTPS://SOCIALBUSINESSMODELCANVAS.SWARTHMORE.EDU/</p> <p>BUSINESS MODEL TOOLBOOK, BUSINESS MODEL CANVAS, ONLINE HTTPS://BMTOOLBOX.NET/TOOLS/SOCIAL-BUSINESS-MODEL-CANVAS/</p> <p>SOCIAL LEAN CANVAS, ONLINE HTTPS://OECD-OPSI.ORG/TOOLKITS/SOCIAL-LEAN-CANVAS/</p> <p>FLOURISHING BYZNYS CANVAS, ONLINE HTTPS://FLOURISHINGBUSINESS.ORG/FLOURISHING-BUSINESS-CANVAS/</p>			

