SUB COURSE A:
SOCIOPRENEURSHIP IN ACTION
Solving Problem by Doing Business

The world is continuously facing problems from poverty, health, and climate change which cannot be solved by the government alone. Increasingly, business is seen as one of the initiatives that can drive social changes on a continuous basis. This short program will not only introduce participants to the concept of social enterprise but will also provide experience on how to build a social enterprise. The program will cover important aspects of creating a new venture by generating ideas, brainstorming and prototyping, validating and testing the idea, and developing the right business model.

Learning objective   :
- Understanding what a social enterprise is and how it works
- Ability to use various tools in developing a social enterprise
- Knowledge and skills on how to identify social problems and how to tackle them using business philosophies
- Ability to communicate a social business idea using the right tool

Level   : Bachelors or masters or doctoral students with or without specific   background in the area of Bussiness Management.

Lecturer   : Dr. Imam Baihaqi, M.

Dr. oec. HSG. Syarifa Hanoum, M.T

Berto Mulia Wibawa, SPi, MM.

Learning Method

This course is different with other course, because students will use "learning by doing" methods. The course consists of lectures, tutorials, selling practice, and field work. Prescribed readings from textbooks and other sources including journals, newspapers, articles, texts, trade magazines, and websites. Participate in team work in group assignments. Apply time and self-management skills to assessable work

Synopsis of the Course:

Topics 1 : **Introduction to Sociopreneurship**

This topic will introduce participants on the basic concept of social entrepreneurship and how it differs to charity or philanthropy. Some example of successful social enterprises will be discussed.

Topics 2 : **Brainstorming and Opportunity Identification Workshop.**

This workshop will challenge participants to come up with some ideas on how they can contribute to the society. Some tools of brainstorming and prototyping will be introduced to guide the participants discussion.

Topics 3 : **Value Proposition Design (VPD)**

Participants will learn how to identify social problems and find business solutions using VPD. Participants will not only learn the concept but will also test their ideas in real society settings.

Topics 4 : **Socioprenuership Business Model Canvas**

Once participants identify a problem and business idea, they will then learn how to develop and analyze a business model.

Session	Topic
1.	Introduction to Social Entrepreneurship • Basic theory & framework • Why social entrepreneurship? Pros and cons? • Case study : Success story of social entrepreneurs
2.	Field Work • Identify socialpreneur life in Surabaya • Explain the business model
3.	Value Proposition Design (VPD) • Mind maping • Creating value for your potential customers
4.	Social Business Model Canvas (SBMC) • Elaborating the canvas • Difference between basic BMC and SBMC
5.	Social Problem Identification • Idea workshop • Pitch presentation
6.	Generating Ideas and Opportunities in Social Entrepreneurship • Group brainstorming • Pitch presentation
7.	Field work : Idea Validation • Interview with consumer and expert • Prototyping preparation
8.	Prototyping Product/Concept • Pitch presentation
9.	Designing Social Business Model Canvas (SBMC) • Group brainstorming • Pitch presentation
10.	Final Presentation (1)
11.	Final Presentation (2)
12.	Course Wrap Up and Reflection