

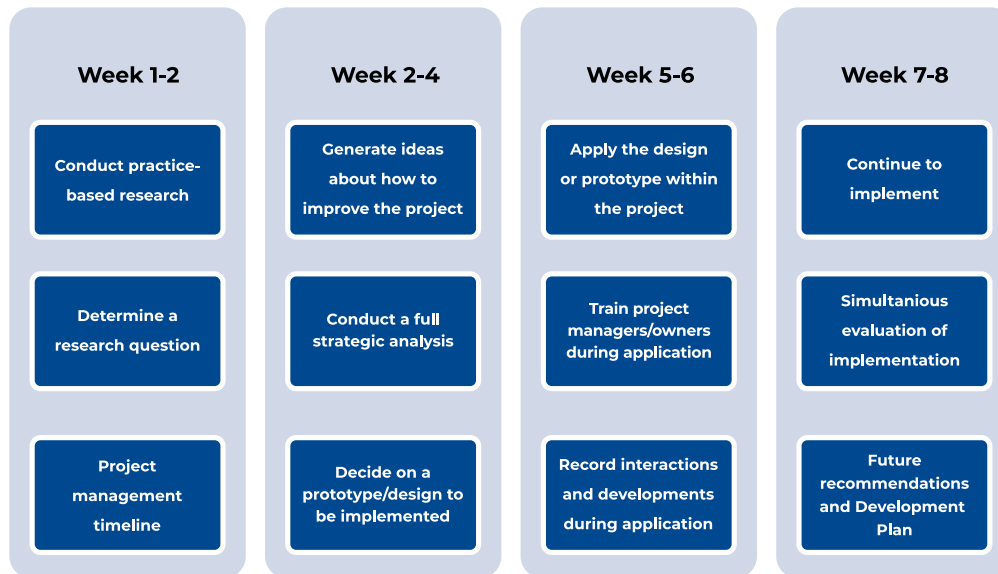
# SOCIAL ENTREPRENEURSHIP

INFORMATION	
Year	3/4
Credits	15 EC
Prerequisites	Completion of Year 1 of any BCOM or BBA degree
Linked module(s)	All business-related modules
Offered	Module 1,2,3 & 4
Module coordinators	Megan Walwyn (megan.walwyn@stenden.com)

## INTRODUCTION NICHE MARKET

Social Entrepreneurship stems from the Stenden South Africa Entrepreneurship semester course that was originally created by Ronal Noppers and Rene Oosthuizen. In 2015, this course was amended by Megan Walwyn to shift focus towards Social Entrepreneurship due to the nature of the informal projects and underprivileged project owners. The course has now been shortened to fit within one module to encourage students to make positive improvements to a project, while under a pressured time constraint.

## MODULE BREAKDOWN



## PRACTICE AND DESIGN THINKING

Within the Social Entrepreneurship minor, students are required to work in groups of two or three. One community project and one business project is allocated to each group and the students are required to spend 50% of their study time with these two projects. Initially, the students use this time spent with the projects to perform a basic environmental and needs analysis, which allows them to come up with some potential ideas for improvement. They are then required to develop these ideas into a prototype or design idea per project.

During the second half of the module, students will implement their prototype or design idea, while showing their allocated project managers or owners how to manage the implementation.

This can be done through training and continuous interaction during the implementation phase.

Finally, the students are then asked to evaluate the application and assess how successful it has been in terms of longevity of the project and improved output.

