



Co-funded by the
Erasmus+ Programme
of the European Union



SOCIAL ENTREPRENEURSHIP CURRICULUM FRAMEWORK



Entrepreneurial
MINDSET





Entrepreneurial mindset for future youth work

Cooperation for innovation and exchange of good practices

Strategic Partnerships in the field of youth

2020-1-RO01-KA205-078727

EnMind

Curriculum Framework

Revision: v.1.0

Acknowledgement

This paper has received funding from the European Commission under Grant Agreement number 2020-1-RO01-KA205-078727, ERASMUS+ Strategic Partnership project “Entrepreneurial mindset for future youth work”.

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Introduction

The Social Entrepreneurship Curriculum Framework was produced as a result of the implementation of the EnMind project. Thus, upon creating and sharing the Toolkit on Social Entrepreneurship, subject matter experts have shown interest into a high-level curriculum framework to serve as a reference document for those who wish to develop training courses on the same topic, but in different terms (for example for different target groups).

The curriculum framework is composed of 12 modules, each one designed to build on the previous one, providing students with a solid foundation for their future entrepreneurial endeavours. The modules cover a wide range of topics, including:

Module 1: Social Entrepreneurship - This module provides an introduction to the field of social entrepreneurship, including its characteristics and current trends.

Module 2: Sustainable Development Goals - This module explores the 17 Sustainable Development Goals (SDGs) adopted by the United Nations and how social entrepreneurs can contribute to achieving them.

Module 3: Impact of social entrepreneurship on society - This module examines the ways in which social entrepreneurship can positively impact society, including creating jobs, improving access to goods and services, and promoting environmental sustainability.

Module 4: Creating social enterprises - This module covers the concept of social business, different types of social business models and real-life examples of these models in action.

Module 5: Business idea - This module helps students develop their own social enterprise idea.

Module 6: SOAR analysis for creating a value proposition - This module teaches students how to use the SOAR analysis framework to create a value proposition for their social enterprise.

Module 7: Business models - This module covers the different types of business models and how they can be adapted for social enterprises.

Module 8: Social business models - This module explores different types of social business models and focuses on the Social Business Model Canvas as a tool for developing and testing social enterprise plans.

Module 9: Pitch your business - This module helps students develop a pitch for their social enterprise.

Module 10: Funding opportunities - This module covers different funding options for social enterprises, including investments and grants.

Module 11: Measuring performance - This module teaches students how to measure the performance of their social enterprise, including using the Balanced Scorecard (BSC), key performance indicators (KPIs) and 360-Degree Feedback, for example.

Module 12: Marketing strategies - This module covers how to market a social enterprise, the 5Ps of marketing and examples of marketing strategies.



Module 1. Social entrepreneurship

Scope

The scope of this module is to provide a comprehensive understanding of the concept of social entrepreneurship, and the social economy. The module will cover the main features of a social entrepreneur and the differences between a social entrepreneur, intrapreneur and innovator. The module will also provide an overview of the social economy, social venture, social innovation, and social impact.

Objectives

The objectives of this module are to introduce learners to the concept of social entrepreneurship and social economy, explain the main features of a social entrepreneur and the differences between a social entrepreneur, intrapreneur and innovator, provide an overview of the social economy, social venture, social innovation, and social impact, and discuss the Triple Bottom Line (People, Profit, Planet) and its relevance to social entrepreneurship.

Learning Outcomes

At the end of this module, learners will be able to define social entrepreneurship and social economy, explain the main features of a social entrepreneur, and the differences between a social entrepreneur, intrapreneur, and innovator, understand the role and importance of the social economy, social venture, social innovation, and social impact in the field of social entrepreneurship, and describe the Triple Bottom Line (People, Profit, Planet) and its relevance to social entrepreneurship.



Module 2. Sustainable Development Goals

Scope

The scope of this module is to provide a comprehensive understanding of the concept of sustainable development goals (SDGs) and the importance of these goals in addressing global challenges such as poverty, inequality, and climate change. The module will cover the SDGs, their history, and their significance in today's world, as well as the impact of the COVID-19 pandemic on sustainable development.

Objectives

The objectives of this module are to introduce the learners to the concept of sustainable development and the Sustainable Development Goals (SDGs), explain the history and significance of the SDGs in addressing global challenges, and discuss the impact of the COVID-19 pandemic on sustainable development and the SDGs.

Learning Outcomes

At the end of this module, learners will be able to define sustainable development and the SDGs, identify the SDGs and their relevance to global challenges such as poverty, inequality, and climate change, and reflect on the importance of the SDGs in light of the COVID-19 pandemic and its impact on sustainable development. Additionally, the learners will develop an understanding of the history and significance of the SDGs in addressing global challenges, an ability to analyse the impact of the COVID-19 pandemic on sustainable development and the SDGs, and knowledge of the various SDGs and their relevance to global challenges.



Module 3. Impact of social entrepreneurship on society

Scope

The Scope of this module is to provide youth workers with an understanding of the impact of social entrepreneurship on society, specifically focusing on the use of the Impact Gaps Canvas as a tool for problem-solving and creating measurable social impact.

Objectives

The objectives of this module are to educate youth workers on the social impacts created by social enterprises, introduce the Impact Gaps Canvas as a tool for problem-solving and creating measurable social impact, guide youth workers on how to apply the Impact Gaps Canvas in their own work and projects, and help youth workers develop problem-solving and creativity skills through the use of the Impact Gaps Canvas.

Learning Outcomes

The learning outcomes of this module are that youth workers will be able to explain the social impacts created by social enterprises, define the purpose of Impact Gaps Canvas, identify a problem that needs to be met and use Impact Gaps Canvas to reframe it as an opportunity, design and apply Impact Gaps Canvas tasks, write a precise 10-word impact statement, and improve their entrepreneurial competences such as communication, critical thinking, collaboration, creativity, goal setting, analytical, problem-solving, decision-making and planning.



Module 4. Creating social enterprises

Scope

The scope of this module is to provide youth workers with an understanding of social business models and how they can be applied to create social enterprises. The module will cover the concept of social business, different types of social business models and real-life examples of these models in action.

Objectives

The objectives of this module are to enable youth workers to understand the concept of social business and its key elements, identify different types of social business models, analyze and relate the business model to real-life examples, and help learners to re-construct and innovate the impacts based on real examples.

Learning Outcomes

Upon completion of this module, youth workers will be able to explain the concept of social business and its key elements, identify different types of social business models and analyze how they can be applied to create social enterprises, guide learners in relating the business model to real-life examples and help them re-construct and innovate the impacts based on those examples, and facilitate the acquisition and improvement of key entrepreneurial competences such as communication, collaboration, working with others, learning through experience, being analytical and innovative thinking.



Module 5. Business idea

Scope

This module will provide participants with a comprehensive understanding of the business idea creation process, which will cover the key elements of a business idea, including market research, financial analysis, and the development of a business plan, as well as the tools and strategies needed to generate, evaluate, and refine business ideas.

Objectives

The objectives of this module are to increase participants' understanding of the business idea creation process, provide them with the tools and strategies needed to generate, evaluate, and refine business ideas, enhance their ability to evaluate the viability of a business idea based on market research and financial analysis, develop their ability to develop a business plan to clearly outline the idea and its potential for success, and enhance their ability to identify key success factors and potential risks associated with the business idea.

Learning Outcomes

Upon completion of this module, participants will have gained a comprehensive understanding of the business idea creation process, developed the skills and strategies needed to generate, evaluate, and refine business ideas, enhanced their ability to evaluate the viability of a business idea based on market research and financial analysis, developed the ability to develop a business plan to clearly outline the idea and its potential for success, and enhanced their ability to identify key success factors and potential risks associated with the business idea.



Module 6. SOAR analysis for creating a value proposition

Scope

In this module, learners will be introduced to the concept of a value proposition and how it can be used to create a successful business. The module will focus on utilizing the SOAR analysis, an asset-based approach, to promote the creation of a value proposition in an entrepreneurship learning environment.

Objectives

The objectives of the module are to provide learners with the knowledge and skills to define what a value proposition is, describe the SOAR analysis and its components, compare and contrast the SOAR and SWOT analysis, design and implement activities based on SOAR analysis to help young people identify their strengths and opportunities, apply the SOAR analysis in an entrepreneurship learning environment, and promote youth self-awareness and self-efficacy.

Learning Outcomes

Upon completion, learners will be able to explain the concept of a value proposition and its importance in creating a successful business, describe the SOAR analysis and its components and apply it in an entrepreneurship learning environment, compare and contrast the SOAR and SWOT analysis and explain the benefits of using the SOAR analysis, design and implement activities based on SOAR analysis to help young people identify their strengths and opportunities, apply the SOAR analysis in an entrepreneurship learning environment, and promote youth self-awareness and self-efficacy and work collaboratively with others in a team setting.



Module 7. Business models

Scope

The scope of this module is to provide an overview of the concept of business models and their importance in the success of a business. Trainers will learn the different types of business models and how to apply practical tools for designing and testing their own business models. The module will also include examples of real-life business models and insights from leading experts in the field of business model innovation.

Objectives

The objective of this module is to define and understand the concept of a business model, understand the importance of business models and their value to a business, learn about different types of business models and their characteristics, learn how to apply practical tools for designing and testing business models, and gain inspiration from real-life business model examples and insights from leading experts.

Learning Outcomes

Upon completion, participants will have a clear understanding of what a business model is and its importance in the success of a business, be able to identify and understand different types of business models and their characteristics, apply practical tools for designing and testing their own business models, use real-life business model examples and insights from leading experts to inspire their own business model innovation, and be able to communicate their business model ideas effectively and use the acquired knowledge to improve their own businesses.



Module 8. Social business models

Scope

This module focuses on social business models and the use of the Social Business Model Canvas as a tool for developing and testing social enterprise plans. The module provides an introduction to social entrepreneurship and the impact it can have on society.

Objectives

The objectives of this module are to give learners a strong understanding of social enterprise, provide them with practical tools for developing and testing their own social enterprise plans, and inspire them with real-life examples of successful social business models.

Learning Outcomes

Upon completion of this module, participants will be able to define and understand the characteristics of a social enterprise, analyze the needs of society and how they can be addressed through social entrepreneurship, develop a business model using the Social Business Model Canvas, including identifying key elements such as target market, revenue streams, and impact on beneficiaries, provide at least one example of a social business model canvas, including the key elements and how they relate to the overall plan, understand the importance of business model innovation and how it can improve the performance of a social enterprise, apply practical tools for developing and testing a social enterprise plan, learn from leading experts in the field of social entrepreneurship and gain inspiration from real-life examples of successful social business models, and communicate their own business model ideas effectively and understand how to improve their own business models.



Module 9. Pitch your business

Scope

This module focuses on helping learners develop a strong and effective pitch for their chosen business idea. It covers the process of selecting the best product or service idea from a list of possibilities, and then refining it through feedback from a peer-to-peer platform. The module culminates in the development of a one-minute pitch video, which is practiced and recorded before receiving feedback from classmates.

Objectives

This module helps learners select their best product or service idea through the use of their own expertise and feedback from a peer-to-peer platform, assists learners in developing a strong and effective one-minute pitch video for their chosen business idea, and provides learners with an opportunity to receive feedback on their pitch video from their classmates.

Learning Outcomes

By the end of this module, learners will be able to use their own expertise to select a subset of their best product and service ideas, rate product and service ideas through a peer-to-peer digital platform, prepare and receive feedback on a one-minute pitch video for their best idea, communicate their business ideas effectively in a short time frame, identify areas for improvement in their pitch video and make necessary changes, utilize feedback from peers to refine their pitch video and make it more effective, and be able to present their pitch video confidently to stakeholders.



Module 10. Funding opportunities

Scope

The scope of this module is to provide learners with an understanding of the different types of financing available for their business, as well as the various funding opportunities available at the European level. This module will cover the various types of funding, such as grants, loans, crowdfunding, and venture capital, and provide an overview of the different stages of funding. Additionally, learners will be introduced to the various funding opportunities available at the European level and the steps required to apply for funding.

Objectives

The objectives of this module are to provide learners with a comprehensive understanding of the different types of financing available for their business, introduce them to the various funding opportunities available at the European level, help them identify the most suitable funding options for their business, and support them in estimating the necessary steps to apply for funding.

Learning Outcomes

On completion of this module, learners will be able to identify and select different types of funding such as grants, loans, crowdfunding and venture capital, recognize and detect opportunities for funding in the European framework, estimate the necessary steps required to apply for funding, understand the requirements and criteria for applying for funding and the evaluation process for funding applications, and develop a funding strategy for their business taking into account the various types of financing and funding opportunities available.



Module 11. Measuring performance

Scope

The scope of this module is to provide learners with a comprehensive understanding of the concept of measuring performance and its importance in managing and running a professional business. The module will cover different types of tools and techniques that can be used to measure performance, including the Balanced Scorecard (BSC), Key performance indicators (KPIs), 360-Degree Feedback, Personal Development Plans (PDP), Performance Appraisals, and Reward and Recognition Programs.

Objectives

The objectives of this module are to provide learners with an understanding of the characteristics of measuring performance, explain the importance of measuring performance in managing and running a professional business, and provide an overview of different tools and techniques that can be used to measure performance.

Learning Outcomes

On completion of the module, participants will be able to describe the characteristics of measuring performance and its importance in managing and running a professional business, explain the various tools and techniques that can be used to measure performance, apply knowledge of measuring performance to evaluate the performance of their own business and identify areas for improvement, identify potential candidates for leadership roles and other opportunities for promotion within their organization by properly measuring employee performance, and use performance measurement tools to safeguard the business against financial and organizational challenges, reduce process costs, increase productivity and enhance mission effectiveness.



Module 12. Marketing strategies

Scope

This module will cover the topic of marketing strategies, specifically focusing on content marketing. Participants will learn about the importance of understanding consumer needs and wants, building a professional brand, and creating a sustainable competitive advantage. The module will also cover the five components of marketing strategies and provide examples of different marketing strategies such as content marketing, social media marketing, email marketing, referral marketing, event sponsoring, influencer marketing, promotions, offering refunds, and customer loyalty programs.

Objectives

The goal of this course module is to explore the concept of marketing strategy and detail how it is pertinent in today's market. It will also illustrate the elements of marketing strategy and the way they help to build a long-term competitive edge. The module will provide examples of different marketing strategies and how they can be used to bring in and engage with potential customers. Additionally, content marketing will be discussed in relation to marketing strategy, and the notion of creating a professional brand and its part in a company's marketing goals will be examined.

Learning Outcomes

Upon completion, participants will be able to define marketing strategy and explain its importance in today's market, identify the five components of marketing strategies and explain how they contribute to achieving a sustainable competitive advantage, give examples of different marketing strategies and explain how they can be used to reach and convert potential customers, have a solid understanding of content marketing and its role in a company's marketing strategy, and explain the importance of building a professional brand and how it can contribute to a company's marketing efforts.