

## Social Entrepreneurship

2 days

### *Leveraging the social entrepreneurial method*

#### Who should attend:

- Aspiring future sustainability managers & consultants
- Professionals, managers and entrepreneurs with an interest in sustainability and responsible leadership

#### Course description:

This module is composed of two focus areas. The first part is dedicated to social entrepreneurship. Participants develop a common understanding of social entrepreneurship based on their insights from the DAS course, learn about useful concepts and practical experiences and apply these learnings in social venture pitches. In the second part, participants discuss the barriers and solutions for impact-oriented intrapreneurship, i.e. applying the entrepreneurial method within larger organizations. The module creates space for reflection and requires participants to connect the content to their personal careers.

#### Seminar Objectives:

This module provides an introduction to social entrepreneurship and intrapreneurship. It focuses on the following aspects:

- Understanding social entrepreneurship
- Key (- easy to remember -) concepts for entrepreneurship and intrapreneurship
- Experience-based learning to think and act as an entrepreneur
- Start-Up pitching
- Modes of scaling and organizational growth
- Stories from social entrepreneurs and intrapreneurs
- Barriers for intrapreneurs to drive positive change in large organizations
- Personal reflection and crafting of future projects

#### Prof. Niels Rot

Niels Rot is co-founder of Impact Hub Zürich, the premier entrepreneurship & innovation for impact community in Switzerland. In 2016, Niels also co-founder STRIDE Learning, an unSchool for Entrepreneurial Leadership and partner of the Business School Lausanne. Niels holds a Bachelor Degree in International Business from INHolland University as well as a Bachelor and Masters in Economics from the University of St. Gallen where he also acted as president of oikos St. Gallen. Alongside his entrepreneurial career, Niels has served as mentor for startups such as Eaternity and Wildbiene+Partner as well been a jury member for competitions such as Climate-KIC Accelerator Program, UBS Social Innovators and the SEIF Social Entrepreneurship Award.

*This course is an integral part of the DAS in Sustainable Business (30 ECTS in total) and BSL's MBA in Sustainable Business (60 ECTS in total).*

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