



HANYANG UNIVERSITY

2019 HISS Syllabus (International Social Entrepreneurship)

Professor: **Tae Jun Bae**
E-mail: tjbae@hanyang.ac.kr
Home Univ.: Hanyang University
Dept.: Department of Entrepreneurship

Description: Social Entrepreneurship is fast growing field that aims to address social issues (or problems) in an innovative and profitable manner.
This course is designed to provide students with an introduction to theory and practice of Social Entrepreneurship.
Through lecture, case studies, classroom activities, and project team working, students will learn a socially-conscious business mindset and skills.
This course will cover a lot of critical topics in terms of Social Entrepreneurship.

Objective: At the end of the course, students will
-understand general knowledge and mindset about Social Entrepreneurship.
-increase an ability to work at team.
-develop a basic business plan for social ventures.
-know how to scale up their social ventures.

Preparations: No pre-required text books or materials

Schedule:	Week 1	1. An introduction to social Entrepreneurship 2. Understanding Environment 3. Addressing social issues/Ideas and Opportunities 4. Idea Pitches (Individual) + Project Team formation
	Week 2	1. Developing Social Venture-Planning 1 2. Developing Social Venture-Planning 2 3. Applying Business Models to Social Ventures 4. Mid-term
	Week 3	1. Management of Conflict 2. Revenue/Resources 3. Funding and Positioning 1 4. Funding and Positioning 2
	Week 4	1. Scaling 1 2. Scaling 2 3. Measuring Social Value 4. Making a pitch for funding

Hanyang International Summer School

Office of International Affairs, Hanyang University
222 Wangsimni-ro, Seongdong-gu, Seoul, 04763, Korea
Tel. +82-2-2220-2456 | iss@hanyang.ac.kr



Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	25	25	30	10	10	00