

SPECIFIC LEARNING OUTCOME	Students are able to justify why a business idea is sustainable
KEYWORDS	Discussion
INTRODUCTION	This exercise presents an introduction in social entrepreneurship and the Impact Driven Business Model (IMDB)
HOW TO WORK WITH THIS MATERIAL	<p>Step 1: Give students a good insight in social entrepreneurship. Introduce some local examples. Use videos and let students look up some examples by themselves. They should be able to argue why a business model is social or sustainable. Use: Introduction in social entrepreneurship (ppt)</p> <p>Step 2: Give students a good insight in Impact Driven Business Model. Work out an example together. You don't have to answer each question of the building blocks. Use: Introduction in Impact Driven Business Model (IMDB) (ppt)</p> <p>Step 3: Let students brainstorm about a new social business model. They work out the best idea in the IDBM. Let them present their result. Use: Assignment IMDB (ppt)</p>
TIMING	4h



3.1.3 SPECIFIC LEARNING OUTPUT:

Students are able to justify why a business idea is sustainable



Introduction and theory:

This exercise presents an introduction in social entrepreneurship and the Impact Driven Business Model (IMDB)



Exercises:

1

Give students a good insight in social entrepreneurship. Introduce some local examples. Use videos and let students look up some examples by themselves. They should be able to argue why a business model is social or sustainable.

Use: Introduction in social entrepreneurship (ppt)

2

Give students a good insight in Impact Driven Business Model. Work out an example together. You don't have to answer each question of the building blocks.

Use: Introduction in Impact Driven Business Model (IMDB) (ppt)

3

Let students brainstorm about a new social business model. They work out the best idea in the IDBM. Let them present their result.

Use: Assignment IMDB (ppt)