

LEVEL	3
LEARNING OUTCOME	LO4: Students can generate, develop and test sustainability-driven business ideas and opportunities in a more complex environment
SPECIFIC LEARNING OUTCOME	Students can generate, develop and test sustainability-driven business ideas and opportunities and apply them in a complex environment
KEYWORDS	Assignment IMDB
INTRODUCTION	After an introduction to social entrepreneurship and IDBM, students brainstorm about an own social business model. Follow the steps in the ppt up until step 4.
HOW TO WORK WITH THIS MATERIAL	<p>Step 1: Identify some trends</p> <p>Step 2: Brainstorm on some business ideas</p> <p>Step 3: Choose your favourite idea</p> <p>Step 4: Develop your idea into a social business model</p>
TIMING	4h



## 3.4.2 SPECIFIC LEARNING OUTPUT:

Student can generate, develop and test sustainability-driven business ideas and opportunities and apply them in complex environment



# Introduction and theory:

After an introduction to social entrepreneurship and IDBM, students brainstorm about an own social business model. Follow the steps in the ppt up until step 4.

# Exercises:

- 1 Identify some trends
- 2 Brainstorm on some business ideas
- 3 Choose your favourite idea
- 4 Develop your idea into a social business model