

Entrepreneurship ULE Course 2026 (Purpose-Driven Entrepreneurship: Social and Rural Ventures)

Presentation (estimated video length: 60 minutes). [Synchronous session on Monday May 4 \(all instructors\) 9-10 CET](#)

Unit 1. Introduction to Social Entrepreneurship (estimated video length: 15 minutes). [Video + PPT available: Tuesday May 5](#)

- Concept of social entrepreneurship.
- Differences between traditional entrepreneurship (private sector), government (public sector), and the third sector (CSOs, NGOs). Social entrepreneurship as a hybrid model.
- The triple bottom line: economic, social, and environmental. SDGs in the triple bottom line.
- Global trends in social entrepreneurship (circular economy, B Corps).

Unit 2. Identifying Opportunities in Social Entrepreneurship (estimated video length: 15 minutes)

[Video + PPT available: Tuesday May 5](#)

- Detecting social and environmental challenges in the local context.
- Concept of stakeholders: identifying needs and prioritizing them.
- Tools to generate empathetic products with stakeholders and their needs: brief reference to Design Thinking.

Exercise 1: Identify social enterprises and B Corps in your local environment. Analyze what social or environmental problem they address. *(Tutorial/feedback session: 30 minutes).*

Exercise 2: Identify a local challenge, empathize with the stakeholders' needs related to that challenge, define the problem, and generate potential solutions. *(Tutorial/feedback session: 30 minutes)*

[Synchronous session: Friday May 8 \(11-12 CET\)](#)

Unit 3. Introduction to Rural Entrepreneurship (estimated video length: 20 minutes)

Video + PPT available: Saturday may 9

- Concept of rural entrepreneurship.
- Difference between entrepreneurship in rural and urban settings.
- Different sectors in rural areas: beyond agricultural ventures.

Unit 4. Aid Programs for Rural Entrepreneurship (estimated video length: 10 minutes) **Video + PPT available: Saturday may 9**

- Understanding institutional support for rural entrepreneurship.
- Differences between bottom-up and top-down funding mechanisms.
- The role of institutional stakeholders in entrepreneurship support.

Workshop 1: Evaluate public data on aid for rural entrepreneurship. Analyze different projects within program Social Innovation in Rural Areas (SIMRA) (*Tutorial/feedback session: 1 hour*).

Synchronous session: Thursday May 14 (13-14 CET)

Unit 5. Business Model Canvas (estimated video length: 30 minutes)

Video + PPT available: Week Friday May 15

- Exploring the Business Model Canvas.
- Identifying key stakeholders.
- Defining the value proposition.

Unit 6. Business Models in Social Entrepreneurship (estimated video length: 15 minutes)

Video + PPT available: Week Friday May 15

- Examples of social entrepreneurship models.
- The Social Business Model Canvas. Comparison between the classic Business Model Canvas and the Social Business Model Canvas.

Unit 7. Measuring and Communicating Impact (estimated video length: 15 minutes) **Video + PPT available: Week Friday May 15**

- Social accounting and ESG indicators (social, environmental, economic).
- Social accounting standards: global (GRI, SASB) and European (NEIS).
- Examples of social accounting reports.

Exercise 3: Select the best idea generated in Exercise 2 and develop the Social Business Model Canvas for that venture. *(Tutorial/feedback session: 70 minutes)*

Exercise 4: Explore the most relevant indicators to measure the impact of the business developed in your Canvas. *(Tutorial/feedback session: 30 minutes)*

Synchronous session: Monday May 25 (11-12:40 CET)

Final Activity. Integrative Project *(Tutorial/feedback session: 200 minutes)*

Synchronous session on June 1 (all instructors) 9-12:20 CET

- Pitch Presentation (5 minutes). The pitch should explicitly include:
 1. The identified entrepreneurship challenge.
 2. The proposed solution.
 3. The sustainable business model.
 4. Whether it will be developed in a urban or rural setting.
 5. Measurement of social and environmental impact.