

## KFI kurzustematika sablon

1. Alapadatok	2.	Kurzus neve: Social Entrepreneurship Incubation Program - International cooperation			
	3.				
	4.				
	5.	A kurzus oktatója/i, elérhetősége(i):			
	6.	Rita Szerencsés - MOME - +36 70 3987475, szerencses.rita@mome.hu			
	7.	Bori Fehér from - MOME - +36 20 247 1669, <a href="mailto:feher.bori@mome.hu">feher.bori@mome.hu</a> Zsolt Bugarszki <a href="mailto:zsolt@tlu.ee">zsolt@tlu.ee</a>			
	Kód:	Tantervi hely:	Javasolt félév:	Kredit: 5	Tanóraszám: 48-60
	<b>B-KF-401-IK-212202-06</b> <b>M-KF-301-IK-212202-06</b>		2021/2022 II.		Egyéni hallgatói munkaóra: 90-102
	Kapcsolt kódok:	Típus: (szeminárium/ <u>előadás</u> /gyakorlat/ <u>konzultáció</u> stb.)  Practice and lectures	Szab.vál-ként felvehető-e? IGEN	Szab.vál. esetén sajátos előfeltételek:	
	A kurzus kapcsolatai (előfeltételek, párhuzamosságok):  Students who have completed social design courses in the past will be given priority during admission to the course.				
2. Cél megnevezés	A kurzus célja és alapelvei: (a tantárgyi leírás alapján, azzal összhangban határozandók meg)  The Social Entrepreneurship Incubation Program ( <a href="http://www.seincubation.com">www.seincubation.com</a> ), in cooperation with five European and one Asian universities, provides students with opportunities to work in international teams on real-life business- and project development challenges provided by social entrepreneurs and purpose driven companies from different countries during a two-month intensive program and the one month preparatory process.  After two successful seasons, the call is now open for a third cohort that will start with the University Cooperation program in March 2022. Due to the inclusive nature of SEIP, all activities will be carried out online.  The University Program provides an online matchmaking session with the social enterprise of choice, during which the teams are formed, a series of two-weekly Master classes and feedback sessions provided by top scholars of the participating universities. The students are				

<p>z á s</p>	<p>expected to organise their teamwork activities themselves in close agreement with the social enterprise that they are working with.</p> <p>The participating universities are: Tallinn University, School of Governance, Law and Society (Estonia); ELTE University, Faculty of Special Education (Hungary); Budapest Gazdasági Egyetem (Hungary), The Bucharest University of Economic Studies, Faculty of Business Administration in Foreign Languages (FABIZ) (Rumania); and HU University of Applied Sciences Utrecht (The Netherlands) Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) .</p> <p>The participating social enterprises are participants from SEIP and may originate from Europe, Africa, Asia and the Americas.</p> <p>There is a maximum of 10 students per university that can participate in the program. Students from different international backgrounds and disciplines (e.g. Business, social entrepreneurship, social sciences, media, marketing, IT) are invited to participate.</p> <p>Goals of the course:</p> <ul style="list-style-type: none"> <li>- get acquainted with the basic theoretical and methodological issues of social design and social entrepreneurship,</li> <li>- gain experience in the application of social design research methods in a multidisciplinary setting working on real-life issues</li> <li>- develop adaptable solutions and concepts that can be used in different contexts, but also answering the needs of a social enterprise</li> <li>- group-based education using ICT methods</li> <li>- get acquainted with English speaking international work dynamics</li> <li>- gain knowledge of on real-life business- and project development processes including marketing, social sciences and IT</li> </ul> <p>Course principles</p> <ul style="list-style-type: none"> <li>- The course will be held in the context of international cooperation, with the aim of providing students with not only theoretical but also practical experience in the development of social enterprises using implementing the methods of social design</li> </ul>
	<p>Tanulási eredmények (fejlesztendő szakmai és általános kompetenciák):</p> <p>(a tantárgyi leírás alapján, azzal összhangban határozandók meg)</p> <ul style="list-style-type: none"> <li>- As a result of the course, students will be able to apply design tools in a business oriented context working with international and multidisciplinary team</li> <li>- Students in the course develop their analytical, research, design, project management, self-organisation and presentation skills especially in English</li> <li>- Students will learn about international cooperations and working on real-life issues and needs provided by social enterprises</li> <li>- Students will gain insight into the design, implementation and impact assessment of social design through the framework of a social enterprise incubation and acquire the competencies needed for social design-based, innovative development linked to other disciplines</li> </ul>

	<ul style="list-style-type: none"> <li>- Students will gain experience in how to implement solutions which are community-based using social design methods, map and research the context, interpret and use related current literature during the course</li> </ul>
<p>3. Ú tv O n al</p>	<p>A kurzus keretében feldolgozandó témakörök, témák:</p> <p>During the course, students will have the opportunities to work in international teams on real-life business- and project development challenges provided by social entrepreneurs and purpose driven companies from different countries using social design research and methods as team members.</p> <ul style="list-style-type: none"> <li>- Students will learn the basic methods and tools of social design research</li> <li>- Get acquainted with the techniques of implementing social design projects (Human Centered Design)</li> <li>- Working remotely with communities, change agents using online collaborative tools</li> <li>- Lecture on business, IT, marketing. social design and social sciences will be received by the students</li> <li>- Research tools will be masters and tried out in action like co-creation online workshop</li> </ul> <p>Themes:</p> <ul style="list-style-type: none"> <li>- The role of design in developing a social enterprise</li> <li>- Business-driven components to make a sustainable social enterprise</li> <li>- Social science used to understand in-depth the context</li> <li>- Marketing components to make the development and mission visible</li> </ul> <p>A kurzus során alkalmazott KFI módszerek, eszközök:</p> <ul style="list-style-type: none"> <li>- the toolbox of social design research and concept development</li> <li>- research collaboration methods using ICT tools with a Human Centered Design approach</li> <li>- product development methods</li> <li>- peer-to-peer knowledge transfer</li> <li>- co-creation methods</li> <li>- observatory research, qualitative research, interviewing, grounded theory, business model, marketing strategy planning</li> <li>- design thinking method - double diamond - testing, iteration, validations</li> </ul> <p>Tanulásszervezés/folyamatszervezés sajátosságai:</p> <p>A kurzus menete, az egyes foglalkozások jellege és ütemezésük (több tanár esetén akár a tanári közreműködés megosztását is jelezve:</p> <p>2 permanent tutors from MOME and few lecturer from MOME</p>

Several tutors from the participating universities giving lectures and holding critique sessions and consultations with the teams.

### **Preparatory phase at MOME**

Intro class - what to be expected - 11th of February

Social design introduction - 18th of February

Building enterprise - intro lecture by Zsolt Gemesi - 25th of February

Collecting good practice and understanding the notion of social entrepreneurship - 4th of March

Research tools in design - interactive lecture - 11th of March

### **International cooperation starts**

Recruiting participating students By 10th of March 2022

Orientation meeting (led by SEIP) - 15th of March

Introduction, student networking event -17th of March

Pitching day -18th of March

Supporting the selected SE - 18th of March - 20th of May

First follow-up seminar and Masterclass- 1st of April

Second follow up seminar and Masterclass - 14th of April

Third follow up seminar and Masterclass -29th of April

Fourth follow up seminar and Masterclass -13th of May

Closing seminar -20th of May

### **Orientation meeting**

On the 10th of March, on behalf of the Social Entrepreneurship Incubation Program, Zsolt Bugarszki will hold an orientation meeting introducing the details of the program and running a Q&A session.

### **Introduction, networking event**

As the project is growing fast, we are working with an increasing number of Universities and students. The introduction/networking event gives participants an opportunity to get to know each other before we start the program.

### **Pitching day**

On the 18th of March, is an online pitching event where selected social enterprises will introduce themselves and the problem they are seeking to solve. These social enterprises are either coming from SEIP's incubation program or brought by the participating Universities. After the pitches, students will determine their preference which social enterprise they want to support during this project and based on their preferences student groups will be created.

### **Supporting the selected Social Enterprise**

	<p>After the pitching event and group formation the work with the selected social enterprise starts immediately. Support will be provided regarding the working methods by the participating Universities and during the 2 months 4 follow up seminars will be organized for all the participants (University lecturers, student groups and the participating social enterprises) discussing the progress of the work.</p> <p>Closing seminar</p> <p>On the 20th of May a closing seminar will be held. The closing seminar is an evaluation event where all the participants can summarize their activities reflecting their own work and giving feedback to others. The closing seminar is also a celebration event.</p> <p>A hallgatók tennivalói, feladatai:</p> <ul style="list-style-type: none"> <li>- participating in an international team</li> <li>- being available during evening sessions due to timezone - 4 seminars on the following days <ul style="list-style-type: none"> <li>- 1st of April</li> <li>- 14th of April</li> <li>- 29th of April</li> <li>- 13th of May</li> </ul> </li> <li>- initiating group work outside of the master classes</li> <li>- taking part in extra consultations with different tutors</li> <li>- working on a problem, challenge provided by a chosen enterprise</li> <li>- creating a joint solution (design element should be prototyped) with the teammates coming from different field of expertise</li> <li>- self-organising consultation event, co-creation sessions with the chosen social enterprise</li> <li>- giving a closing presentation</li> </ul> <p>A tanulás környezete: (pl. tanterem, stúdió, műterem, külső helyszín, online, vállalati gyakorlat stb.)</p> <p>Classroom till 11th of March ( 1,5 hours / occasion) then online consultations, seminars and remote cooperation</p>
<p>4. Ér té k</p>	<p>Értékelés (Több tanár és tanárként külön értékelés esetén tanáronként megbontva)</p> <p>Teljesítendő követelmények:</p> <ul style="list-style-type: none"> <li>- Interim visual and oral presentations (1st research, 2nd development)</li> <li>- Group Work with international team</li> <li>- Attendance to seminars listed above</li> <li>- Workshops or consultations with the social enterprises</li> </ul>

el és	<p>- Final presentation at the end-of-semester evaluation</p> <p>Értékelés módja: (milyen módszerekkel zajlik az értékelés {teszt, szóbeli felelet, gyakorlati demonstráció stb.})</p> <p>Az értékelés szempontjai (mi mindent veszünk figyelembe az értékelésben):</p>
	<p>Az érdemjegy kiszámítása (az egyes értékelt követelmények eredménye hogyan jelenik meg a végső érdemjegyben? {pl. arányok, pontok, súlyok}):</p> <p>Form of the exam: oral presentation at the end of the semester (20th of May) participation in workshops and project documentation to be submitted</p> <p><b>Evaluation method:</b></p> <p><b>The grade consists of the following partial results:</b></p> <p>Part 1/4 - participation at joint activities</p> <p>Part ¼ - participating at extra consultation</p> <p>Part 1/4 - evaluation of the individual part of a group task</p> <p>Part 1/4 - evaluation of the oral presentation of a group planning task</p> <p>Evaluation criteria:</p> <p>Grades of 4-3-2 refer to the location between the two endpoints (5-1) of the scale. The final grade is derived from the average of the sub-grades.</p> <p><b>- teamwork and cooperation with other disciplines</b></p> <p>5- Collaborates effectively with the community and peers from other disciplines, implements two-way knowledge transfer, truly listens to and understands information from the community, provides consistent performance within the student team, and participates equally in common tasks. Develops responses that are relevant to all disciplines and collaborators.</p> <p>1- Its performance within the team is uneven or cannot be evaluated, it does not accept or process the information coming from the community superficially, its answers do not take into account the interests and peculiarities of the cooperating parties.</p> <p><b>- competence in one's own discipline</b></p> <p>5- One accurately assesses the problem, for which it gives real, functional design answers.</p> <p>1- One applies the learned methods without success, he assesses the problem in a simplistic way, without empathy, one is not able to reflect on one's own work process.</p> <p><b>- initiative, activity</b></p> <p>5- Within a team and for the course as a whole, one is proactive, able to take on tasks independently, even in the work process of another discipline (interdisciplinary work). One</p>

	<p>performs one's tasks independently, filters and incorporates feedback into the planning process, and is able to self-reflect in one's work.</p> <p>1- Passive within a team and in community situations, not actively seeking a solution, unable to provide real answers to difficulties in research and planning.</p>
	<p>Máshol/korábban szerzett tudás elismerése/ validációs elv:</p> <ul style="list-style-type: none"> <li>- <i>teljeskörű beszámítás/elismerés lehetséges</i></li> <li>- <i><u>részleges beszámítás/elismerés lehetséges</u></i></li> <li>- <i>nincs lehetőség elismerésre/beszámításra</i></li> </ul>
	<p>Kötelező irodalom:</p> <p>TBD - provided after the finalization of the cooperation with the partnership</p> <p>Ajánlott irodalom:</p>
	<p>Egyéb információk:</p>
	<p>Tanórán kívüli konzultációs időpontok és helyszín:</p> <p>TBD</p>