



INTRODUCTION TO SOCIAL ENTREPRENEURSHIP

Building Sustainable Enterprises for Social
Change

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INSTRUCTORS

Building Sustainable Enterprises for Social Change



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SYLLABUS 1 / 3

COURSE SYLLABUS

Minggu	Topik
1	Course Introduction
2	Introduction to Social Entrepreneurship
3	Entrepreneurial Orientation of Social Enterprises
4	Design Thinking in the Context of Social Enterprise
5	Theory of Change
6	Business Strategy and Value Creation
UTS	

Minggu	Topik
7	Social Impact Measurement
8	Digital Innovation in Social Entrepreneurship
9	Emerging Trends and Technological in Social Impact
10	Challenges Faced by Social Entrepreneurs: Financial Constrains
11	Challenges Faced by Social Entrepreneurs: Scalability
12	Human Aspects in Social Enterprise
UAS	

COURSE SYLLABUS

First Half

Minggu	Topik
1	Course Introduction <ul style="list-style-type: none">a. Teaching Philosophyb. Active learning strategiesc. Assignments and examinationsd. Project explanation
2	Introduction to Social Entrepreneurship <ul style="list-style-type: none">a. Defining social entrepreneurship and its core principlesb. Social versus commercial enterprisec. Revenue and sustainability of social enterprisesd. Historical context and contemporary trendse. The rise of the impact economy
3	Entrepreneurial Orientation of Social Enterprises <ul style="list-style-type: none">a. Social problems in developing countries including Indonesia.b. Corporate Social Responsibility and the pentahelix modelc. Social entrepreneurship identity workd. Dual objective of Social enterprisese. Case study: 1. litchia

Minggu	Topik
4	Design thinking in the context of social enterprise <ul style="list-style-type: none">a. Building empathyb. Defining a solvable problemc. Problem definition exercised. Ideation exercisee. Validation planf. Prototype and testing
5	Theory of Change <ul style="list-style-type: none">a. Theory of change purpose and definitionb. Benefit of using a theory of changec. Why understanding the problem important for Theory of Changed. Case study 2: ruangguru
6	Business Strategy and Value Creation <ul style="list-style-type: none">a. Models of Social Impactb. Marketing by social enterprisec. Social enterprise performance and effectivenessd. Value allocation and value capture



LEARNING OUTCOMES

Introduction to Social entrepreneurship

Pada akhir perkuliahan peserta didik akan:

- Memahami konsep social entrepreneurship
- Memahami perbedaan kewirausahaan social dengan kewirausahaan secara umum
- Membangun jiwa kewirausahaan sosial
- Mengenal dan mengetahui hal yang diperlukan untuk membangun kewirausahaan sosial

Design Thinking in the context of Social Entrepreneurship

AGENDA

1. Social Enterprise Concept
2. Social VS Commercial Enterprise
3. The Characteristic of Social Enterprise



MENGAPA KITA PERLU MEMPELAJARI SOCIAL ENTREPRENEUR SHIP?



***2050, Andai Kita Tidak Me
(Sampai pada menit ke 4.17
video catatan najwa sampai ke menit 4.1***

COURSE INTRODUCTION 2/3

THE DEFINITION

Introduction to Social entrepreneurship

Social Entrepreneurship: a process by which effective, innovative, and sustainable solutions are pioneered to meet social and environmental challenges.

Social entrepreneur: someone who designs and implements an intervention, product, or service that improves the well-being of marginalized individuals and populations.

Social enterprise: an organization (either nonprofit or for-profit) that is formed to meet a social or environmental challenge, that streamlines its operations and supply chain to **maximize social impact** and minimize the use of resources, and that uses a sustainable, replicable, and potentially scalable business model.

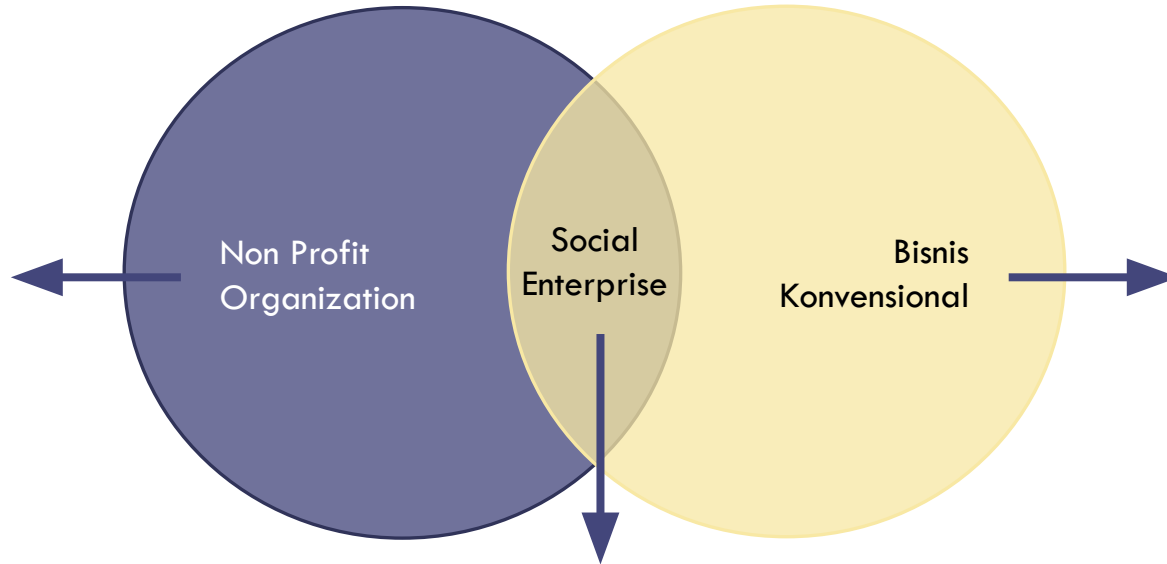


Why is Social Entrepreneurship *different* from Commercial Entrepreneurship?

SOCIAL ENTERPRISE VS COMMERCIAL ENTERPRISE

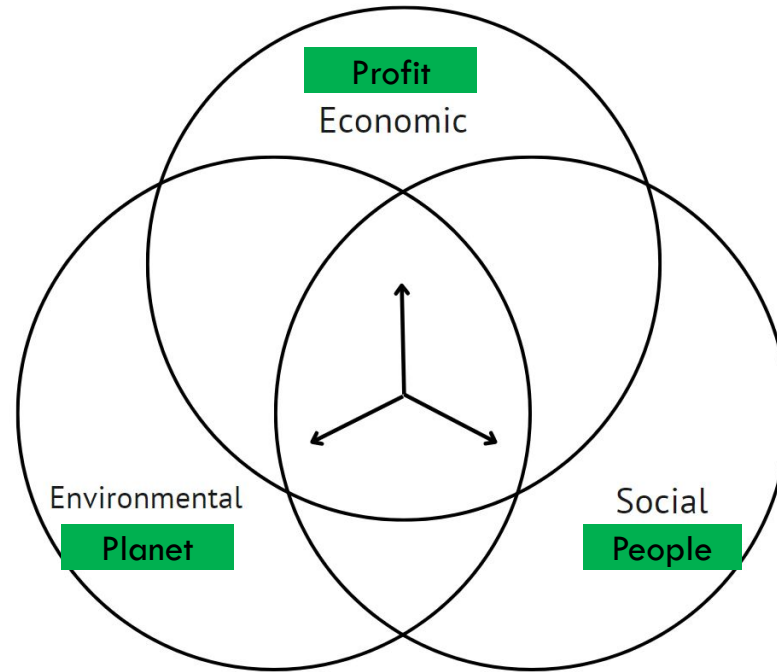
Introduction to Social entrepreneurship

- Tujuan dibentuk untuk misi sosial
- Pendanaan organisasi bergantung pada relawan, bantuan, hibah, donasi



- Tujuan dibentuk untuk mencari keuntungan bagi pemilik
- Pendanaan organisasi bergantung pada penjualan barang/jasa, investasi, dan bentuk lainnya dan tidak mengandalkan bantuan donasi ataupun relawan dan sebagainya

- Tujuan dibentuk untuk mengatasi masalah sosial dan tidak bertujuan untuk menyejahterakan pemilik semata.
- Tidak berfokus untuk mencari keuntungan sebesar-besarnya
- Pendanaan organisasi tidak bergantung pada relawan, donasi, bantuan, hibah.



Growth in multiple directions and dimensions is the path to sustainable development

SOCIAL ENTERPRISE VS COMMERCIAL ENTERPRISE?

Introduction to Social entrepreneurship

Commercial Enterprise		Social Enterprise	
Pendapatan/Penjualan		Pendapatan/Penjualan	
Harga Pokok Penjualan (HPP)	-	Harga Pokok Penjualan (HPP) terkait misi organisasi	-
Laba Kotor		Laba Kotor	
Biaya-Biaya selain HPP	-	Biaya-Biaya terkait misi organisasi	-
Laba Bersih		Laba Bersih dari usaha sosial	
		Dampak Sosial	+

WHAT ARE SOME OF THE BASIC SKILLS NEEDED FOR SOCIAL ENTREPRENEURSHIP?

Starting a social venture requires similar skills as starting a commercial enterprise, including:

- organizational structure, business planning, accounting, marketing, project management, human resource management, communications, stakeholder analysis, and external partnerships. Social entrepreneurs must also characterize the problem, collect information, co-create solutions with the community, and set measurable objectives to monitor and evaluate their social impact.

CONTOH PERUSAHAAN SOCIAL ENTREPRENEURSHIP

Introduction to Social entrepreneurship

Sektor	Indonesia
Sosial	 
Keuangan	 
Lingkungan	 

PEMUTARAN VIDEO DU ANYAM



DU ANYAM

<https://www.youtube.com/watch?v=YNCer8ZrYqs>

EXERCISE 3/3

EXERCISE

Pikirkan dan tentukan 1 permasalahan sosial yang paling sering anda temui disekitar anda selama 5 menit.

Ambil sticky notes yang sudah disampaikan untuk disiapkan sebelumnya.

VIDEO COUNTDOWN 5 MENIT

EXERCISE

<p>Masalah Sosial yang Ada disekitarmu</p>	<p>Penyebab Permasalahan</p>
<p>Pihak pihak yang terlibat dengan permasalahan tersebut</p>	<p>Apa kontribusi yang dapat Anda lakukan?</p>
	<p>Bentuk Dukungan apa yang Anda butuhkan?</p>

EXERCISE

<p>Masalah Sosial yang Ada disekitarmu</p> <p>STICKY NOTE</p>	<p>Penyebab Permasalahan</p> <p>STICKY NOTE</p>
<p>Pihak pihak yang terlibat dengan permasalahan tersebut</p> <p>STICKY NOTE</p>	<p>Apa kontribusi yang dapan Anda lakukan?</p> <p>STICKY NOTE</p> <p>Bentuk Dukungan apa yang anda butuhkan?</p> <p>STICKY NOTE</p>

VIDEO PENJELASAN LMS



TERIMA KASIH

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Mata Kuliah ini dikembangkan oleh Wendy Suganda, PhD dan Shelvi, M.M. untuk Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Republik Indonesia.

Pertanyaan dan komentar dapat menghubungi:

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