




THINK SOCIAL

PROMOTING SOCIAL ENTREPRENEURIAL
MINDSETS FOR A SUSTAINABLE FUTURE



IO1-A4: MODULES OF THE UP-SKILLING PATHWAY



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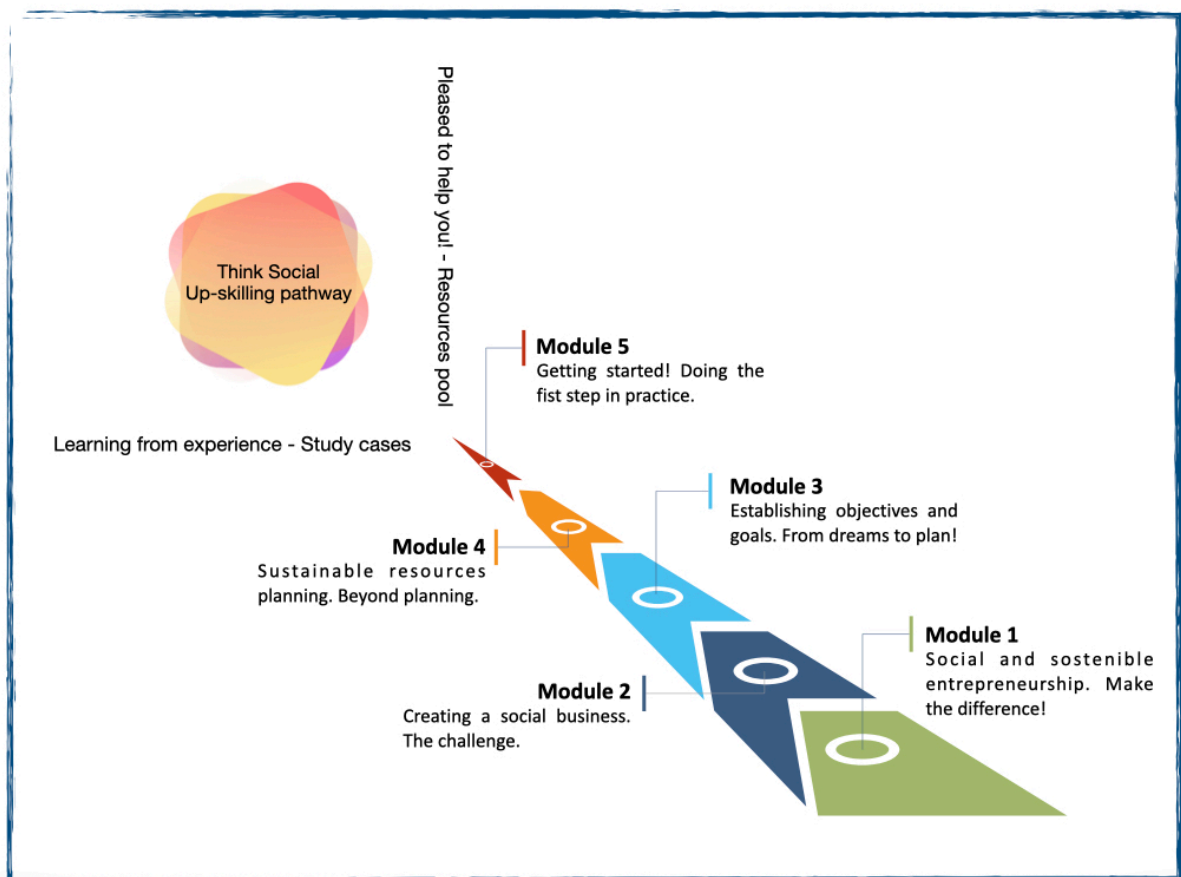
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Think Social Up-Skilling Pathway

Modules of Think Social Up-skilling pathway

Once the competences of the "Think social" model for entrepreneurship have been identified, the next step is to define the modules and other resources that will integrate the training pathway. We have selected 9 general competences (from the EntreComp framework) that will be developed through the training pathway.

Considering the above, the training pathway responds to the following scheme:



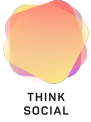


Thus a set of 5 modules together with supporting resources will form the Think Social Up-skilling pathway as follows:

- ✿ Module 1. Social and sostenible entrepreneurship. Make the difference!
- ✿ Module 2. Creating a social business. The challenge.
- ✿ Module 3. Establishing objectives and goals. From dreams to plan!
- ✿ Module 4. Sustainable resources planning. Beyond planning
- ✿ Module 5. Getting started! Doing the fist step in practice.
- ✿ Pleased to help you - Resources - Task 2
- ✿ Learning form experiences - 2 practices

In the following sections, we will introduce each modules according to the following structure. We propose to include this structure at the beginning of each module.

- ➔ Module Title
- ➔ Main Objective
- ➔ Learning objectives
- ➔ Structure of the module
- ➔ Learning Outcomes
- ➔ Module competences framework (skills - knowledge - attitudes/values)



Module 1. Social and sustainable entrepreneurship. Make the difference!

Main Objective: This module aims to explain the concept of social and sustainable entrepreneurship. Focus on the learner background and profile, the module will introduce the the principles of sustainability and how the social approach of the content has an influence

Learning objectives:

- ① Explain the concept of sustainability;
- ① Introduce the different components of the sustainability and how they can apply into an entrepreneurial context;
- ① Introduce the social entrepreneur concept;
- ① Explain the differences between a entrepreneur and an social entrepreneur;
- ① Explain the characteristics of a social entrepreneur; and
- ① Introduce the concept of social enterprise.

Structure of the module:

This module will be structure in 2 units:

Unit 1: What is sustainability?

- 1.1. Sustainability. What is sustainability?
- 1.2. Components of sustainability. Balance development between economy - environmental and social approaches.
- 1.3. Social scope of the sustainability.

Unit 2: Social entrepreneurship. Main concept and scope

- 2.1. Social entrepreneurship. Concept and approach.
- 2.2. Social enterprise - what makes it different.



Learning Outcomes

After completion of this module, the learner (you) will know:

- ✔ what is sustainability;
- ✔ the components of the sustainability and how to apply the concept in the enterprise;
- ✔ the differences between a sustainable and unsustainable scopes;
- ✔ the meaning of social enterprise ;
- ✔ what is a social enterprise;
- ✔ characteristics of a social enterprise and what it makes different; and
- ✔ the differences between an “enterprise” and “social enterprise”.

Competence framework

Competence	Skills	Values and attitudes
Ethical and sustainable thinking	<p>Be able to identify the ethic and sustainable approach of entrepreneurship</p> <p>Be able to list examples of environmentally friendly behaviour that benefits a community.</p> <p>Be able to recognise examples of environmentally friendly behaviour by companies that creates value for society as a whole.</p> <p>Be able tell the difference between the impact of a value-creating activity on the target community and the broader impact on society.</p> <p>Be able find and list examples of changes caused by human action in social, cultural, environmental or economic contexts.</p>	<p>Ethical thinking</p> <p>Sustainability and future</p> <p>Social values of the communities</p>

Module 2. Creating a social business. The challenge.

Main Objective: This module aims to introduce the characteristics and behaviors that a social entrepreneur have to have and how to introduce the “social” approach in entrepreneurial idea. Focus on the main characteristics of a social entrepreneur, the module will support the motivation and reflection of the learners about social entrepreneurship to create and promote a business with social impact.

Learning objectives:

- ① Introduce the main characteristics and behaviors of a social entrepreneur.
- ① Explain the differences between “entrepreneur” and “social entrepreneur”.
- ① Explain the personal requirements to be a social entrepreneur.
- ① Introduce different techniques that will support self-reflection to create a social business.
- ① Explain how include the social approach in an entrepreneurial process.
- ① Introduce different techniques to analyse the environment and detect the social challenges.
- ① Explore the benefits of a social business.
- ① Explore the benefits of a social business.

Structure of the module:

This module will be structure in 2 units:

Unit 1: Being a social entrepreneur.

- 1.1. Characteristics and behaviors of a social entrepreneur.
- 1.2. Can I be a social entrepreneur ? Self assessment
- 1.3. Own reflection and motivations.

Unit 2: Creating a social business



- 2.1. Identifying the social approach of my business idea.
- 2.2. Analysis the environment and detecting the social challenges.
- 2.3. Benefits of integrating social approach in my business idea.

Learning Outcomes

After completion of this module, the learner (you) will know:

- ✔ what are the main characteristics and behaviors of a social entrepreneur;
- ✔ do a self-assessment and identify the competences that they have to be a social entrepreneur;
- ✔ how reflect about the social scope of his/her entrepreneurial idea;
- ✔ define the social approach of a business idea;
- ✔ analyse the environment and sects the social needs and challenges;
- ✔ how to integrate this social challenges in their business idea; and
- ✔ identify the benefit of the integration of social scope in a business idea.

Competence framework

Competence	Skills	Values and attitudes
Spotting opportunities	<p>Be able to find opportunities to help others</p> <p>Be able to recognize opportunities to create value in the community and surroundings.</p> <p>Be able to recognize challenges in my community and surroundings that how to contribute to solving.</p> <p>Be able identify needs in the community and surroundings that have not been met.</p> <p>I can recognise the different roles the public, private and third sectors play in my region or country.</p>	<p>Social values of the communities</p> <p>Responsibility</p> <p>Commitment</p> <p>Resilience</p>



Competence	Skills	Values and attitudes
<p>Vision</p>	<p>Be able to imagine the future.</p> <p>Be able to create and develop simple future scenarios where value is created for the community and surroundings.</p> <p>Be able to explain what a vision is and what purpose it serves.</p> <p>Be able to be aware of what is needed to build a vision.</p>	<p>Sustainability and future</p> <p>Positive impact</p> <p>Ethical thinking</p>
<p>Motivation and perseverance</p>	<p>Be able to be driven by the possibility to do or contribute to something that is good for him/her or for others.</p> <p>Be able to be motivated by the idea of creating value for him/herself and others.</p> <p>Be able to see tasks as challenges to do his/her best.</p> <p>Be able to be motivated by challenges.</p> <p>Be able to recognise different ways of motivating him/herself and others to create value.</p> <p>Be able to reflect on the social incentives associated with creating value for myself and others.</p>	<p>Positive value creation</p> <p>Responsibility</p> <p>Commitment</p> <p>Resilience</p>

Module 3. Establishing objectives and plan. From dreams to plan.

Main Objective: This module aims to explain how define the objectives of a social enterprise and describe the steps and phases to create a business enterprise. The module will focus on these methods that help learner to define in a clear and simply way the objectives of his/her entrepreneurial project and how to put these objective into practice through a realistic planning and introducing techniques to measure the social impact.

Learning objectives:

- ① Explain what is an objective with social approach.
- ① Introduce different methods that help learner to define the objectives of his/her business.
- ① Explain how to create a “social” hierarchy of objectives.
- ① Introduce the idea of social business plan.
- ① Explain different techniques to support the elaboration of a social business plan.
- ① Introduce the concept of sustainability in the development of the plan.
- ① Introduce the concept of social impact.
- ① Explain different methods to measure the social impact and how to incorporate the results in the definition of social business plan.

Structure of the module:

This module will be structure in 3 units:

Unit 1: Defining objectives of a social business

- 1.1. What is a “Social objective” and how to define it.
- 1.2. Methodologies to identificate and set objective for a social business.
- 1.3. Benefits of defining objectives for a social business.
- 1.4. What not to do when setting objectives for a social business plan.



Unit 2: Social business plan

- 2.1. What is a “social business plan”?
- 2.2. From a business plan to a social business plan.
- 2.3. How to develop a social business plan.
- 2.4. Methods and techniques that can support the development of a social business plan.

Unit 3: Social impact

- 3.1. Definition of social impact.
- 3.2. Building indicators to assess the social impact of a business.
- 3.3. Methods and techniques that can support the assess of social impact.

Learning Outcomes

After completion of this module, the learner (you) will know:

- ✔ what is a social objectives in the framework os a social business;
- ✔ identify and set social objective;
- ✔ what are the benefits of defining objectives fro a social business plan;
- ✔ pros and cos of social objectives settings;
- ✔ what a social business plan is;
- ✔ difference between a “traditional business plan” and a “social business plan”;
- ✔ the different steps to create a business plan;
- ✔ the meaning os social impact assess; and
- ✔ how to establish a set of indicators to help assess the social impact of a business.



Competence framework

Competence	Skills	Values and attitudes
<p>Planning and management</p>	<p>Be able to identify alternative goals to create value in a simple context.</p> <p>Be able to describe goals in line with his/her strengths, ambitions, interests and achievements.</p> <p>Be able to set short term goals that he/she can act on.</p> <p>Be able to allow for the possibility of changes to my plans.</p> <p>Be able to develop a business model for my idea.</p> <p>Be able to define the key elements that make up the business model necessary to deliver the value I have identified.</p> <p>Be able to identify the basic steps that are needed in a value-creating activity.</p> <p>Be able to set his/her own priorities and act on them.</p> <p>Be able to recognise how much progress have been made on a task.</p> <p>Be able to monitor whether a task is going to plan.</p>	<p>Social values of the communities</p>



Module 4. Sustainable resources planning. Beyond planning

Main Objective: This module aims to introduce the basic knowledge to ensure the sustainable resources planning. The module will focus on identify the different resources need to develop the business idea and how to manage them in a sustainable and social way. It will include material and inmaterial resources as well how use them to improve the management of the business.

Learning objectives:

- ① Explain the different type of resources that can be found in a social business;
- ① Explain how to access in a sustainable way to some type of material resources;
- ① Introduce the concept of sustainability in the resources management;
- ① Explain some techniques that can support the effective and sustainable resources management;
- ① Introduce how you can use different type of resources to turn idea into action;
- ① Explain ho to analyse the use of your resources and how to use this information to improve the social enterprise management,

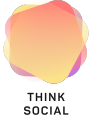
Structure of the module:

This module will be structure in 3 units:

Unit 1: Resources in a social business

- 1.1. Concepts and different types of resources in a social business.
- 1.2. Material resources. Definition, relation and how to obtain it.
- 1.3. Non-material resources. Definition, relation and how to manage it.

Unit 2: Sustainable use of resources in a social business



- 2.1. Understanding sustainability in resource management.
- 2.2. Method to ensure the sustainable management of resources
- 2.3. Measuring the sustainable use of resources in a company. Indicators framework
- 2.4. Benefits of the sustainable management of resources.

Unit 3: Assess the resources management to improve the business environment

- 3.1. How to assess the different use of resources in a social business.
- 3.2. Assess and learn. How to use the monitoring report to improve the business environment

Learning Outcomes

After completion of this module, the learner (you) will know:

- ✓ different type of resources to manage in a social business;
- ✓ how to manage the resource in a sustainable way;
- ✓ what are the benefits of sustainable management of resources;
- ✓ how to assess the different use of resources;
- ✓ use the information on resources management to improve the business environment;

Competence framework



Competence	Skills	Values and attitudes
<p>Mobilising resources</p>	<p>Be able to recognise that resources are not unlimited.</p> <p>Be able to appreciate the importance of sharing resources with others.</p> <p>Be able to experiment with different combinations of resources to turn ideas into action.</p> <p>Be able to get and manage the necessary resources to turn ideas into action.</p> <p>Be able to value the possessions and use them responsibly.</p> <p>Be able to describe how resources last longer through reuse, repair and recycling</p> <p>Be able to use my time effectively to achieve my goals</p> <p>Be able to look for help when having difficulty achieving what deciding to do.</p> <p>Be able to identify sources of help for value-creating activity (for example, teachers, peers, mentors).</p>	<p>Positive value creation</p> <p>S u s t a i n a b l e management</p> <p>Ethical thinking</p>

Module 5. Getting started! Doing the first step in practice.

Main Objective: This module aims to provide with the knowledge to put in practices the first steps in the entrepreneurial process. The module will focus in how to apply the previous knowledge acquires and how to deal with risk and uncertainty. We also include the scope of the learning based on the experience, providing some examples about how to use the experience in the first phase to improve the process.

Learning objectives:

- 🎯 Explain how to implement practical steps to create business;
- 🎯 Introduce some methodologies to evaluate the first steps of your business;
- 🎯 Explain how to deal with the unexpected situations (both negative and positives);
- 🎯 Explain how manage the risks and convert into strengths;
- 🎯 Identify the lessons learner and how to implement in the day to day.

Structure of the module:

This module will be structure in 2 units:

Unit 1: First steps of your business

- 1.1. What do to before starting a business - previous steps.
- 1.2. Tips for the first days of your business.
- 1.3. Communicate your business in the community.
- 1.4. Evaluate the first days.

Unit 2: Evaluating risk and feedback

- 2.1. What is a risk? Concept and types
- 2.2. Methodologies to assess the risks ;
- 2.3. Mitigate the risks and fight again the uncertainty



2.4. Tips to learn from the experiences (good and bad)

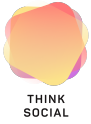
Learning Outcomes

After completion of this module, the learner (you) will know:

- ✔ the first steps before starting your business;
- ✔ manage the first days of the business;
- ✔ communicate tp and with your community;
- ✔ evaluate the firs days of your business and use the information to improve it;
- ✔ identify the risk and assess them;
- ✔ mitigate the risk and convert them into an asset for the business;
- ✔ assess your experience to improve the business.

Competence framework

Competence	Skills	Values and attitudes
Coying with ambiguity, uncertainty and risk	<p>Be able to explore my own ways to achieve things.</p> <p>Be able actively look for, compare and contrast different sources of information that help reduce ambiguity, uncertainty, and risks in making decisions.</p> <p>Be able to identify examples of risks in the surroundings.</p> <p>Be able to tell the difference between acceptable and unacceptable risks.</p> <p>Be able to weigh up the risks and benefits of self-employment with alternative career options, and make choices that reflect my preferences.</p> <p>Be able to critically evaluate the risks associated with an idea that creates value, taking into account a variety of factors.</p>	

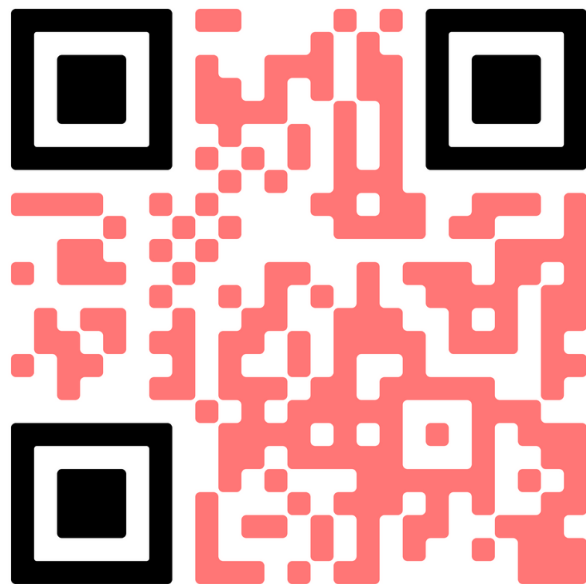


Competence	Skills	Values and attitudes
<p>Learning through the experience</p>	<p>Be able to reflect on failures (owns and other people's), identify their causes and learn from them.</p> <p>Be able to judge how he/she have achieved his/her goals, so that I can evaluate the performance and learn from it.</p> <p>Be able to provide examples that show that his/her abilities and competence have increased with experience.</p> <p>Be able to always look for opportunities to improve his/her strengths and reduce or compensate for his/her weaknesses.</p> <p>Be able to recognise what I have learnt from taking part in value creating activities.</p> <p>Be able to reflect on his/her interaction with others (including peers and mentors) and learn from it.</p>	



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