

Mod

ule
8,9,
10

CORExSocEnt **(The Best** **Elective)**

"Liam, say something funny."

- *Esther*

Introduction

This module will introduce students to the Social Entrepreneurship (SocEnt) and, hopefully, encourage students to join the best elective.

Student Objectives

- Students will be able to understand what choosing SocEnt as their elective will entail!

Agenda

1. Facilitator Introductions (5 minutes)
2. Patently Stupid IRL (40 minutes)
3. Define SocEnt (10 minutes)
 - a. Design Thinking!
4. Previous SocEnt Projects (5 minutes)
5. Filler Activity (If you end early!)

Facilitation Notes

- PLEASE BE ENERGETIC WE WANT PEOPLE TO JOIN SOCENT

- PLEASE AT LEAST PRETEND YOU <3 SOCENT
 - People will be able to tell I promise

Facilitator Guide

Facilitator Introductions

- Introduce yourself the same way you would introduce you and your co in core or to a new class.
- Have the Class share their preferred names just so you can get to know them better as well

Patently Stupid

Defining the Problem (10):

- Split the class in 4 groups
- Give each group one of these four prompts to “solve” (let them know that their solution doesn’t have to be very sophisticated- they have a very short amount of time!)
 - The Leprechaun in my drawer keeps stealing my ID and posting in on ISMA Lost & Found
 - The Genie in the lamp under my bed keeps trying to get out.
 - The Ghost of Christmas Past keeps sending me spam emails.
 - The Tooth fairy takes my teeth and doesn’t reimburse me.

Ideating Solution (15):

- Give them 15 minutes to create a solution
- Give each group a whiteboard/section of a whiteboard so they can think out their ideas and draw up their product.
 - They will be presenting what is on their whiteboard
- Let your class know their solution does not have to a “real” solution but rather a funny way in which the problem can be solved

Presenting Solution (15):

- Have everyone go around to each whiteboard group by group
- Have them pitch--emphasize that it’s PITCHING--their solution
 - Encourage bold & funny pitches!

Define SocEnt

- Make a funny slideshow if you can!

What is Social Entrepreneurship?

- Social Entrepreneurship is the practice of creating businesses or organizations with products or services prioritizing social benefit over financial gain
- Founded by Muhammad Yunus in the 1980s through the Grameen Bank

- New equilibrium for social change

Design Thinking Curriculum!

- Design thinking is a process of creative problem solving
 - Empathise, Define, Ideate, Prototype, Test
- Talk about the Boat Activity!

Presenting Previous Projects

- If possible, try to find your old SLX projects so you can give your students an example for what a good SEV looks like.
- You can also talk about very successful ones which have gone on to become real products such as:
 - https://docs.google.com/presentation/d/16aefH9KP1WW_fU5nyxnPejJh8TxNqkMXuJl8MW9ckVQ/edit?usp=sharing - kavin
 - <https://docs.google.com/presentation/d/1hvwUx7KxAlhoTYaUOf4JiE0b1V0Ker3/edit#slide=id.p1> - elaina

Filler Activity

- If you have extra time then you can do that one thing from *The Wolf on Wall Street* where Jordan belfort asks people to sell them a pen
 - Do this but use random items people have and try to sell them to the class/facilitators
 - Make sure each “product” solves a specific problem and goes along with the idea of entrepreneurship with a social goal