

The Hebrew University of Jerusalem

Syllabus

Tools for Social - 3203

Last update 30-07-2017

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: ngo & community organization management

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof Mona Khoury

Coordinator Email: monakh17@gmail.com

Coordinator Office Hours: Wednesday 11:00-12:00

Teaching Staff:

Prof Mona Khoury

Course/Module description:

This is a course for the students in the social entrepreneurship track. Is designed to provide practical tools for social entrepreneurs .

Course/Module aims:

- *Acquire practical tools for social entrepreneurship*
- * Introduce the students with social entrepreneurs and social enterprises in the field*
- * Experience in workshops in the field of social entrepreneurship*

Learning outcomes - On successful completion of this module, students should be able to:

Develop a social enterprise and deal with related issues such as how to introduce the project, to raise funds for it, to market it .

Attendance requirements(%):

Full and active attendance during all the classes

Teaching arrangement and method of instruction: The course requires active learning. Students will participate in the classes and the workshops.

Course/Module Content:

- Social entrepreneurs : who are they and what characterizes them ?*
- 2. Design thinking*
- 3. Pitching*
- 4. Marketing and Branding social enterprises*
- 5. Technological aspects and social enterprises*

Required Reading:

Will be given during the course

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 100 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information:
Har Hatzofim