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Title:	SIMONYI SUMMER SOCIAL ENTREPRENEURSHIP PROGRAM				
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Short Description:	<p>This three week international program focuses on value creation in the regional socio-economic environment of the University of Pecs. The program is designed to provide professional support to initiatives that are not supported by either the local or the national government or by the actors of the private sector. These projects that are important value creators in the local socio-economic environment are social entrepreneurship initiatives which have the potential of making a huge difference in the life of the members of the society, and making the region a better place for inhabitants, and for the natural environment.</p> <p>Throughout the program internationally, culturally, professionally diverse teams of students will co-create, co-learn in a practice oriented manner implementing experiential learning techniques with real life projects and project owners from the region, with the support of faculty mentors. Professional mentors will allow the student teams to better imbed the project, and the solution that the team formulates in the local socio-economic context to achieve real results by the end of the program that creates real value.</p> <p>The program is designed that student teams have to formulate “Student Consulting Companies (SCC)” with company profile and visuals, with roles within the company that will work during the program on multiple projects. As the challenges faced by the student teams are real the maximum proficiency will be expected that involves communication, interaction, quality of deliverables.</p> <p>Among many the main objective throughout the program is to build an active, vibrant Entrepreneurial Ecosystem that allows participating individuals to continue co- and value creation after the program is over.</p>				
Program period: 24th June – 12th July 2019					
Workdays: Monday to Friday from 09:00 to 16:00. Main Rooms: Simonyi Hatchery					
<i>For details on the schedule, see the Appendix.</i>					

23rd June	Opening Banquet
1st week	<ul style="list-style-type: none"> • Team formation, Student Consulting Company (SCC, hereafter) creation, creation of the company profile, uploading it to the program platform. Company profile includes: <ul style="list-style-type: none"> ○ Photos of the individual members, ○ Group photo, ○ Short description of the individual competences, ○ Short description of the company competences, ○ Short introductory video of the company, ○ Logo, Facebook or any other social media website. • Individual video report: <ul style="list-style-type: none"> ○ What does it mean for me to be an entrepreneur? Each student creates a 30 second to 1 minute video report of him/herself in which he/she shares thought in relation to the question. • Ideation session on the City of Pecs. The SCCs will go out in the City and will observe life in the City of Pecs. The purpose of the exercise is to identify challenges, problems that can be corrected through a solution. All challenges and suggested solutions will be discussed by the entire group, implementable ideas will be selected and will be worked on by selected SCCs. • Discussion: what is social entrepreneurship? • Client meeting: SCCs meet their clients, introduction sessions, information gathering, preparation to formulate the contract (Scope document, NDA) between the client and the SCC. • Presentation of the scope of the projects. • Morning briefings, when SCCs discuss their previous day activities and plans for that particular day, raise any challenges that the other SCCs can assist them on.
2nd week	<ul style="list-style-type: none"> • Introduction of the Business Model Generation method specifically for social entrepreneurship projects. • Introduction of crowdfunding to facilitate fund raising, awareness, and community building in social entrepreneurship projects. • Signed Scope Documents are due. • Client meetings, client meetings are to be documented by the responsible member of the SCC. • Video report is due on the value proposition and on the direct beneficiaries of the project. The video cannot be longer than 5 minutes and has to be uploaded onto the program portal. Supplement documents are also due on this week. • Morning briefings, when SCCs discuss their previous day activities and plans for that particular day, raise any challenges that the other SCCs can assist them on. • Fieldtrip in the region of Ormansag, which is a depressed area of the Baranya County. Opportunity recognition session will be held in a village. Outcome of the session will be proposed to the local community on possible development directions. • Presentation and discussion of the key partners, key activities and key resources of the projects. SCCs prepare a presentation, submit all documentation, videos, etc. in relation to this phase. • Presentation and discussion of the main sources of costs and benefits, monetary and non-monetary as well of the projects. SCCs prepare a presentation, submit all documentation, videos, etc. in relation to this phase. • Decision on crowdfunding, is the project appropriate for it? • Client meetings.



	<ul style="list-style-type: none"> • Morning briefings, when SCCs discuss their previous day activities and plans for that particular day, raise any challenges that the other SCCs can assist them on. • Friday is off.
3rd week	<ul style="list-style-type: none"> • Final client meetings when SCCs finalize the outcomes of the projects, receive approval from client to present the project at the internal and open discussion. Pre-pitch presentation of the project in preparation to the final internal and open presentation of the project. • Finalizing visuals for the open discussion named Showcase Marketplace. • Individual and team video reports are due on the takeaways of the program. • The ecosystem map of the SCCs is due. Each SCC has to create a map of all the individuals who the team interacted with during the project. Edges, connecting the individuals of the ecosystem has to be named and shortly described. • Morning briefings, when SCCs discuss their previous day activities and plans for that particular day, raise any challenges that the other SCCs can assist them on.
12th July	Closing banquet
Rationale Including Aims:	<p>The overall aims of the program are facilitating an environment for practicing thought and action with an entrepreneurial mindset in a multi-disciplinary and multi-cultural context. The needs based training design of the program provides an exceptional opportunity for co-creating with peers, public leaders, business managers, social entrepreneurs and field experts, improving essential skills. The program assigns students to projects which aim at delivering added value to the fields of Arts and Culture Commercialization, Healthcare, Sports, Tourism and Eco-Tourism, Sustainable Regional Development with a higher focus on sub-fields of Energy and SMART specialization. Participants are continuously sensitized about the importance of building innovation ecosystems and entrepreneurial networks. This is accomplished via mentored interactions with the internal and external stakeholders throughout the course of the four week practicum. Several student start-up ideas have been included in the projects. The program distinguishes between the “must have” and “good to have” innovation reminding the vital importance of the entrepreneurial efforts for transitioning economies towards resilience.</p>
Learning Outcomes: Knowledge	<p>Students by completing this program will be able to</p> <ul style="list-style-type: none"> • recognize triggers affecting elements of the entrepreneurial environment • list different means of policy tools to boost entrepreneurship activity, • explain the effects of different policy decisions on competitiveness, • demonstrate the spillover effect of mechanisms in real circumstances, • implement business models in real environment • critically evaluate alternatives in the decision making process of a social entrepreneurship project • comprehend individual drivers in real life challenges.
Learning Outcomes: Practiced Skills	<p>Students by completing this module will be able to</p> <ul style="list-style-type: none"> • differentiate between collected data to prepare them for analysis, • analyze structured datasets to assess theoretical constructs, • evaluate results of empirical analysis, • critically evaluate business models • communicate value proposition, • build and cooperate in multi-disciplinary teams building and inter cultural management • lead self-created organization,

	<ul style="list-style-type: none"> • interact with others to form and to develop personal networks.
<p>Assessment Blocks:</p>	<ul style="list-style-type: none"> • Individual video report <ul style="list-style-type: none"> ○ What does it mean for me to be an entrepreneur? ○ Takeaway • SCC and member profiles, • Scope Document, • Value proposition and beneficiaries, <ul style="list-style-type: none"> ○ Video report ○ Documentation • Key partners, key activities and key resources – documentation, • Cost and benefits – documentation, • Final Showcase Marketplace presentation materials and documentation, • Visuals of the project <ul style="list-style-type: none"> ○ Video ○ Logo (if applicable) • Crowdfunding campaign (if applicable)