

This ICTIEE 2020 workshop on Jan 5 from 2 pm to 6 pm will introduce participants to the following course which will be offered by IUCEE during 2020 using online (schedule TBA)

“Social Entrepreneurship and Sustainable Development Goals”

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In 2012, the United Nations adopted the Sustainable Development Goals to meet the economic, political and environmental challenges facing us. They identified 17 such goals ranging from poverty to climate change.

This course will expose students to lead and manage using entrepreneurial methodology for such social oriented enterprises to meet these goals. This course covers concepts, and perspectives encompassing social ventures and will be done through readings, exercises. Students will have the option of developing a business plan for a social enterprise for any of the Sustainable Development goals.

The purpose of the course is to:

- Introduce students to how ideas are generated
- Demonstrate the Lean startup methodology
- Familiarize students with all the Sustainable Development Goals
- Provide students with an understanding of the Business Model Canvas
- Develop the skills necessary to define, design and create an MVP.