

Social Entrepreneurship Platform Practice through Community Participation

社區參與的社會創業平台實作課程說明 <一學年課>

Number of students (max): 25

課程人數上限 25 人<上網選課後教學助理通知填寫報名表經審查通過>

Dear Wenzaorians with Life Passion & Enthusiasm

Thank you all for your prompt attention.

This is to encourage you to elect this distinctive course, which begins at this coming September and lasts for a school-year long, consists of 8 credits hours and is embedded with learning and practices. Theories and concepts of Design Thinking, Social Design and Societal Entrepreneurship will be introduced throughout the course as well as the planning of Models of Impact and Business taken into actions within authentic contexts. That being more economic, social, cultural, human and environmental in thinking, decision-making and doing is expected from all of us, including you and me.

Regular hours of class are taken place on Mondays 15:00~18:00. Intensive workshops of team-working, practical training and learnings from thematic speech sharing or site-visits will be arranged on Saturday upon announcement (meaning not every Sat.) Interns or fields study and work in communities during summer and/or winter break will be strongly recommended. An end-up demonstration or exhibition for the outcome of learning and practice will be expected.

Sincerely yours,

Mei-Fei Lu / I-Chen Lin

Lecturers of English Dept.

Goal:

Experiential Learning for Entrepreneurship in an Entrepreneurial Practice

Course Content:

Entrepreneurial Mindset

Thought and Action (Thinker + Actor)

Actions in Practices

Entrepreneurial Team Building

Opportunity Evaluation and Experiment

Prototyping Business and Model Generation

Design Thinking and Application for Ideation

Eco-system for the Entrepreneurship

Failure and Acceptable Losses

Mentoring and Pitching with Feedback for practices

How-to

1st semester

Entrepreneurship and Entrepreneur

Entrepreneurial Mindset

Thought and Action (Thinker + Actor)

Concerns for Entrepreneurship

Eco-system for the Entrepreneurship

Failure and Acceptable Losses

Actions in Practices

Entrepreneurial Team Building

Opportunity Evaluation and Experiment

Venture Planning

Prototyping Business and Model Generation

Discovery in Community Context

Experiences of Social Development and Innovation in Community

Speeches / Visits

Mentoring Proposal Making I

Pitch I & Feedback (Market stakeholders)

Mentoring Proposal Making II

Pitch II & Feedback (Specialists)

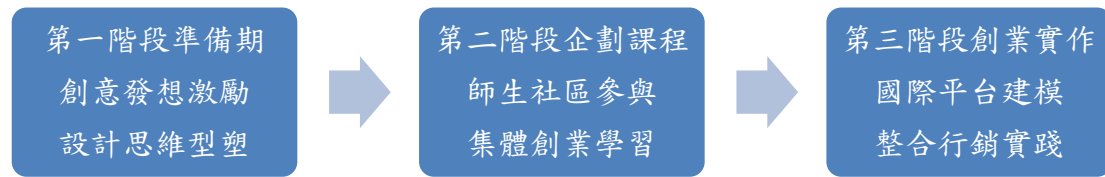
Prior to Validating the Model

Trial Demo/Exhibition/Workshop

2nd semester **Sessions of Community of Practice**

Group discussion and presentation to learn and practice

課程預計進度



主要期程	9	10	11	12	1	2-6
進入社區服務與創業準備	→					
創業準備與試賣			→			
推出商品與服務					→	
成果展						→

課程概要與進度		
<p>第一階段為進入社區與創業準備，規劃辦理(1)進行國內外社區社會創業家分享相關創業經驗與社區發展故事(2)介紹設計思維的創意發想程序(3)分組進行國內社區實地觀察、訪談(4)針對社區產品與服務提出創新構想(ideation)。強調初步社會創業知識建構與社會創業概念脈絡化，透過社區參與完成以問題解決為目標的提案。</p>		
週次日期及時間	課程名稱	時數
第一週：9/10	● 課程說明與介紹	3
第二週：9/17	<u>社會創業概念</u> <u>Entrepreneurship and Entrepreneur</u> Entrepreneurial Mindset Thought and Action (Thinker + Actor)	3
第三週：9/24	<u>Actions in Practices</u> Entrepreneurial Team Building Opportunity Evaluation and Experiment 設計思維的創意發想程序	3

第四週：10/1~10/6	<ul style="list-style-type: none"> ● 認識社區/社區社會創業家分享 <p><u>Discovery in Community Context</u> Experiences of Social Development and Innovation in Community</p> <ul style="list-style-type: none"> ● Speeches / Visits 	3+6
第五週：10/8	<ul style="list-style-type: none"> ● 現有社群媒體說明 ● 電子資源介紹 	3
第六週：10/15	<ul style="list-style-type: none"> ● 社區產品設計規劃提案 	3
第七週：10/22	<ul style="list-style-type: none"> ● 社區產品設計規劃提案 (針對社區產品與服務提出創新構想) 	3
課程概要與進度		
<p>課程第二階段包含講授、創業家專題演講與分組討論。課程目標為師生團隊提出行動方案或創業商業模式企劃。行動方案或社會創業企劃，主要為延續工作營之創意發想，使師生完成擬定兼具可行性及發展性之社會創業企劃相關內容。課程包括以實作導向教學方式使學生透過做中學學習創業過程、社會企業營運功能（如價值鏈、財務、行銷與團隊發展等）與社會企業經營模式。透過專題演講例如社區所創造的社會價值和影響的分享，使學生了解社會創業的歷程發展及所創造的社會影響。第二階段課程著重創業團隊與各鏈結社區的服務與產品的行銷與市場運作規劃(含資源盤點、目標市場設定、產品概念提出、價值主張、產品設計、經營模式選擇，行銷組合提出)，同時藉由數位應用帶入整合平台的分工規劃與建構具差異性的創新營銷運作模式，預計由團隊提出創新營銷整合平台機制和操作模式之創新營運企劃，更藉創新平台的推動以多元市集形式，啟動社區與在地聯盟、國內外市場的可行性初探。</p>		
週次日期及時間	課程名稱	時數
第八週：10/29	<p><u>Venture Planning</u> Prototyping Business and Model Generation</p> <ul style="list-style-type: none"> ● 建構商業模式(目標顧客、價值主張) ● <u>Consultation</u> ● <u>Issues & Concerns</u> 	3
第九週：11/5	<ul style="list-style-type: none"> ● 建構商業模式(資源、供應商、主要活動、收入、成本) 	3

	<ul style="list-style-type: none"> ● <u>Consultation</u> ● <u>Issues & Concerns</u> 	
第十週：11/12	<ul style="list-style-type: none"> ● 建構商業模式(通路、顧客關係) ● <u>Consultation</u> ● <u>Issues & Concerns</u> 	3
第十一週：11/19	<ul style="list-style-type: none"> ● Business plan ● 評估可連結的國內外社創平台，並協助進行鏈結。 ● <u>Mentoring Proposal Making</u> 	3
第十二週：11/26	<ul style="list-style-type: none"> ● Business plan ● <u>Mentoring Proposal Making</u> 	3
<p>課程第三階段由師生團隊實際與社區進行合作，於社會創業測試平台實作。各團隊與個別負責的產業單位合作為主體，進行實作營銷；同時可因應社區國際化需求，評估可連結的國內外社創平台，並協助進行鏈結。</p>		
第十三週：12/3~12/8	<u>Validating the Model</u> Trial Demo/Exhibition/Workshop <ul style="list-style-type: none"> ● 社會創業測試平台實作 (可彈性依照各組產品與服務調整) 	3+6
第十四週：12/10~12/15	<ul style="list-style-type: none"> ● 社會創業測試平台實作 	3+6
第十五週：12/17		3
第十六週：12/24		3
第十七週：12/31		3
第十八週：1/7		3