

SOCIAL ENTREPRENEURSHIP IN TIME OF CRISES

Social Entrepreneurship for Skills and Social impact

SE.TC Results: MOOC development

Social Entrepreneurship in Time of Crises

Erasmus+ Capacity Building · Project No. 101126945

MOOC development

- **The project developed six online modules on social entrepreneurship in times of crisis.**
- **Module responsibilities were shared across the Lebanese partner universities:**
  - **USJ:** Modules 1, 2 and 4
  - **Université La Sagesse:** Module 3
  - **Lebanese University:** Module 5
  - **LIU:** Module 6
- **Each module was designed with short videos, PowerPoint slides, references and learning activities. The planned format is three videos of about five minutes per module, with quizzes after each module.**
- **The content and video approach were reviewed against existing university MOOCs to guide quality and keep production practical.**

How the MOOCs were realized

- Partners developed the scenarios and scripts for all six modules and agreed on shared templates and production guidelines.
- USJ's **CINIA team** supported instructional design, platform development and video production. A studio was prepared at USJ, and partner universities also allocated spaces for recording.
- Instructors recorded the modules using a common process. The first batch of videos was produced and reviewed by TUS.
- The Lebanese universities prepared online course spaces with a consistent structure. The platforms support course materials, quizzes, assignments and different levels of learner access.
- To manage production costs, the project chose a simpler narrated-slide format and prioritized local Lebanese production services.
- The **final video completion, platform hosting and full testing were finalized** or in progress to be finalized.
- A project YouTube channel and the partners' platforms are intended to make the MOOCs accessible to learners and support their continued use after the project ends.

From problem recognition to an impact-ready venture: SE.TC curricular architecture

Module	Module focus	Explicitly identified learning activities or tools
Module 1: Foundations of social entrepreneurship	Distinctions between commercial and social ventures; the “impact-first” logic of social enterprises; identification of neglected societal problems	Problem-tree analysis; societal challenge mapping; value proposition design
Module 2: Social impact and sustainable development	Social impact; Sustainable Development Goals; logical frameworks; impact measurement; community engagement; gender dimensions in entrepreneurship	SMART objectives; key performance indicators; social value assessment tools

Module 3: Management, leadership, and strategic partnerships	Management; project planning; leadership; communication; marketing; strategic partnerships; transformational, servant, collaborative, and ethical leadership; stakeholder engagement; ecosystem building	Programme-wide collaborative, applied, and reflective pedagogies[b]
Module 4: Digital social entrepreneurship	Digital business models; online platforms; digital marketing; technological innovation; digital ecosystems for scaling social impact	Programme-wide collaborative, applied, and reflective pedagogies[b]

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Module 5: Financial sustainability and resilience	Budgeting; hybrid revenue models; impact investment; fundraising; organizational resilience	Programme-wide collaborative, applied, and reflective pedagogies[b]
Module 6: Legal and institutional environment	Legal frameworks; taxation systems; institutional support structures; comparative approaches to regulating social enterprises; challenges specific to the Lebanese ecosystem	Programme-wide collaborative, applied, and reflective pedagogies[b]

Programme-wide pedagogical design and cumulative output	Scaffolded experiential learning intended to develop social entrepreneurial competencies, opportunity-recognition capacities, ethical awareness, and impact-oriented entrepreneurial mindsets	Lectures; guided readings; mini-lectures; academic references and presentations; teamwork; simulations; iterative pitching; field-informed case analyses; stakeholder mapping; reflective discussions; problem-based learning. Output: Progressive development of a comprehensive social enterprise business plan integrating operational, strategic, financial, digital, and legal interventions into a coherent venture proposal

Learners complete **all activities and quizzes in each module before moving on to the next module**.

The social business plan is a cumulative authentic assessment, not a stand-alone module.