

# MSc Public Policy and Human Development



## Specialisation in Social Entrepreneurship and Public Policy

How can social entrepreneurship be leveraged to tackle contemporary global challenges? How can novel public-private partnerships, entrepreneurial ventures, social enterprises, NGOs and civil society cooperate and coordinate for sustainability? How can you and I become impactful change makers and make a living through practising social entrepreneurship?

### Reasons to join

- Understand diverse forms of entrepreneurship and intrapreneurship
- Understand the role of science, technology, innovation (tech & non-tech) and engagement for sustainability
- Learn techniques to design and implement projects or create ventures for transformative change
- Learn about solution designs for sustainability experiments in high income and low income countries.

### Key study topics

Entrepreneurial processes · Financing social enterprises · Action research, frameworks and tools for social entrepreneurship · Policy experiments to attain the UN sustainable development goals · CSR: Theory and Practice · Economics of strategic alliances

### Unique features

This track aims to produce students armed with the intellectual wherewithal to be change makers, within public agencies, firms and social enterprises or become an entrepreneur oneself. Thus, this course would be particularly suitable for those targeting careers in boundary organisations interacting with government, firms and NGOs. To realise this, in addition to class room activities following

the problem based learning approach, students will receive training in science communication, and be given networking opportunities through events they will organise and team projects for local organisations.

“By providing viable and innovative solutions to economic and social issues at the local, national and regional levels and by showcasing the benefits and value of social entrepreneurship to policymakers and other relevant stakeholders, the ecosystem will be strengthened, and young social entrepreneurs will be able to trigger social transformation in their communities, and thereby contribute to sustainable development in the region.” UN Sustainable Development Goals, Partnership Platform.

**This track aims to provide students with knowledge and practical experience to mobilise and manage entrepreneurial processes to tackle contemporary global challenges, as embodied in the 17 Sustainable Development Goals (SDGs). As these goals are very diverse and their dynamics are varied, this track offers a wide exposure to solution designs for societal challenges. Between the four courses, all the 17 SDGs will be covered. Students will be introduced to transdisciplinary approaches drawing upon social sciences, behavioural sciences and environmental studies.**

### Bridging theory and real world experiences

Students will benefit from the UNU-MERIT networks of well-recognised policymakers and staff from international organisations such as the World Bank, the European Commission, the Organisation for Economic Cooperation and Development, and the World Intellectual Property Organisation, as well as policymakers from many countries around the world. Courses will host speakers from these organisations and include field trips.



#### Course contents

The first course is an introduction to ***Entrepreneurship and Entrepreneurial Processes*** as essential forces balancing economic growth with sustainability. As social entrepreneurship is practiced by a variety of economic actors ranging from multinational companies to NGOs within complex systems, it will set the foundation for understanding their distinct and yet interdependent strategic roles, the challenges they face and the diversity of outcomes possible as a function of the contexts in which they operate.

The second course will focus on ***Leveraging Social Entrepreneurship*** with technology and innovation for socio-economic development. This course will interact with the SITE4Society initiative by UNU-MERIT. It will explore how social entrepreneurship can draw upon science, technology and innovation to build engagement to trigger transitions in organisational strategies, public policy and/or local environments.

The third course will address ***Integrating Entrepreneurship in Public Policy*** to tackle contemporary global challenges. It will provide an understanding of problems related to the SDGs from the perspective of public policy. Worldwide, there are public policy experiments being implemented, developed to fit local contextual features and the implications of different regulatory instruments being tried out must be understood from multiple perspectives. Public-private partnerships will also be highlighted here.

The fourth course on ***Planning the Entrepreneurial Process*** will arm students with tools for the nitty-gritty design of developmental projects. This is an important skill for employability. The course will teach techniques of developing business plans, risks and benefits forecasting, financial models for venture sustainability, roadmapping and theory of change frameworks, and the advantages and disadvantages of each of these tools. There will also be emphasis on effective communication and ethics protocols the need to be fitted for every project.

For more information about the programme, please contact Ms. Maria Tomai at [tomai@merit.unu.edu](mailto:tomai@merit.unu.edu)

[www.maastrichtuniversity.nl/](http://www.maastrichtuniversity.nl/)

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