



AURORA



## How to Teach Social Business Model Development with [app.seizmic.eu](https://app.seizmic.eu)

In Conversation with Prof. Dr. Kai Hockerts  
Management, Society and Communication, Copenhagen Business School



Online Webinar

Pre-registration req'd  
via [this link](#) or QR code:



Monday,  
10 June 2024  
12:00 CEST

Social entrepreneurship education is rapidly expanding. Given its often hands-on characteristics it lends itself to experiential teaching in which students research actual social or environmental problems, identify solutions for these, and then design their own business model, business plan, or start-up idea. Educators in such courses face several challenges. They need to make sure that the student work is well aligned with their syllabus, while at the same time they want to keep a close eye on student progress allowing them to give feedback when it is most useful, and finally they want to encourage peer learning between student teams.

Kai Hockerts will share best practice examples and will allow participants to explore how they can implement these in their own course work. Special emphasis is put on [app.seizmic.eu](https://app.seizmic.eu), a project tool designed for collaborative social business model development, which has been successfully piloted across ten Aurora universities. This coffee talk not only aims to enhance teaching strategies in social entrepreneurship but also strives to foster a community of practice among educators in this evolving field.

The [Aurora | European University Alliance](#) has the exchange of knowledge, experiences and cooperation as its primary purpose. This one hour, informal *'In conversation with'* style session is aimed at Aurora colleagues and their networks interested in the exchange on current topics of innovation promotion and technology transfer. It will include a Q&A.



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