

The Open Mind gamified **open online course**
“Introduction in Social Entrepreneurship”
is especially developed **for female learners**
and students from diverse fields of study.



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No matter what your background is

- humanities, arts, science, technology or engineering –

you can have the ideas, skills and mindset

for becoming a social entrepreneur.

We believe that **everyone** can learn **how to**

make business and to make good at the same time.

And we will **help you learn the basics.**



The Open Mind partnership

The course is developed by 8 renowned organizations:

- [VUZF University of Finance, Business and Entrepreneurship](#),
- [Business Foundation for Education](#),
- [“D.A.Tsenov” Academy of Economics](#),
- the technological company [11235](#) Ltd. – Bulgaria;
- [Institute of Entrepreneurship Development](#) – Greece,
- [University of Lodz](#) – Poland,
- [University Titu Maiorescu](#) – Romania,
- and the [University of Sheffield](#) – UK.

Course content

The course contains **8 modules** with overall course duration of 75 hours of study (3 ECTS credits).

**Basics in social economy
and entrepreneurship**

Business management

Legal framework

The business model canvas

Social enterprise marketing

Fundraising

Business plan writing

Social projects and social impact

What will you learn?

- You will gain an understanding of the social economy sector and will be prepared to start the process of designing your own social enterprise.
- You will know what the important aspects and factors of the business management function in a social enterprise are.
- You will learn about the legislation regarding social enterprises, the legal forms and the various types of social enterprises in your country.
- You will be able to identify and assemble the information required to produce a lean business model canvas and apply this to your own business idea.
- You will also know how to design and perform social marketing strategies and strategic plans;
- How fundraising works and understand the various terms and aspects of the fundraising procedure;
- How to prepare a Business Plan, a useful practical tool for development and fine tune of business idea;
- How to write a simple project application and explain the expected social impact.

E-book

Additionally, you will find an [E-Book of 50 inspiring best practices](#) and many additional useful resources and materials on [our Facebook page](#).

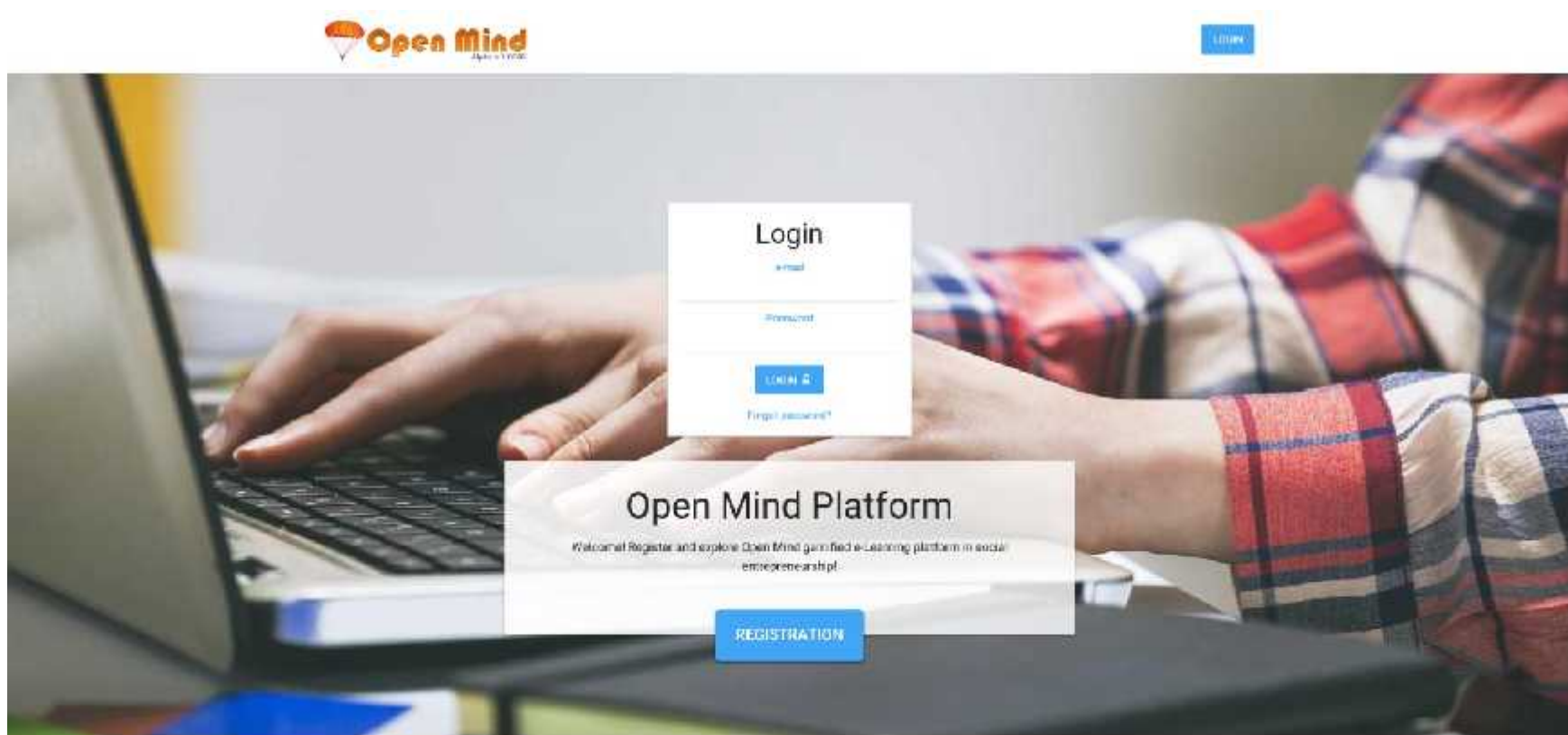


Course design

The features of the **game design** -collaboration, sharing, feedback, awards, etc. - **provide participative and friendly learning environment**, to help you obtain the knowledge, skills and competences, required in social entrepreneurship.

How to start

Enter the platform <http://platform.open-mind-project.eu/>.
Choose your language and register a profile. It takes 1 minute.
You will receive instructions and a personal mentor.



How does the course take place?

Each module contains several tasks:

1. Read the module content.

2. Do the learning tasks.

3. Pass the test.

4. Prepare the written assignment.

5. You will receive feedback
from mentors and peers.

6. You also need to provide
feedback to other students.

Pass all 8 modules successfully and get a **certificate!**

What is gamification?

Gamification is one of the latest trends in e-learning. It uses **game elements** - goals, rules, playfulness, fun, feedback, rewards - and makes learning more engaging and motivating.

The **more active** you are, the **more points** you get.

The **more points** , the **higher in the leaderboard** you are.

The **higher in the leaderboard** you are, the **better knowledge** you gain!

It's as **simple** as this. **Have fun!**

Why enroll?

- **Interested in social entrepreneurship but not sure if this is for you?** **We made this course exactly for you!** It is an introductory course to try out what it is about.
- **Why this course?** There are not so many gamified courses on social entrepreneurship and ours is free, online, developed and mentored by an international team of experts. You will learn the basics while you have fun.
- **From A to Z?** Not necessarily – **it's up to you.**
- **Slowly or fast?** Go with **your own pace!**
- **Not sure how you are doing?** You will get **feedback** from mentors and peers and see your **personal score** compared to the others.
- **Afraid to fail?** **Don't worry** – you will get a personal mentor, helping tips and options to repeat tests.
- **Love to share?** **This is for you!** You can write articles, submit your ideas, provide feedback to peers and share with your friends in Facebook.



Open Mind

Gamified platform and open online course in Social Entrepreneurship
for female learners and students from diverse fields of study

<http://open-mind-project.eu>



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