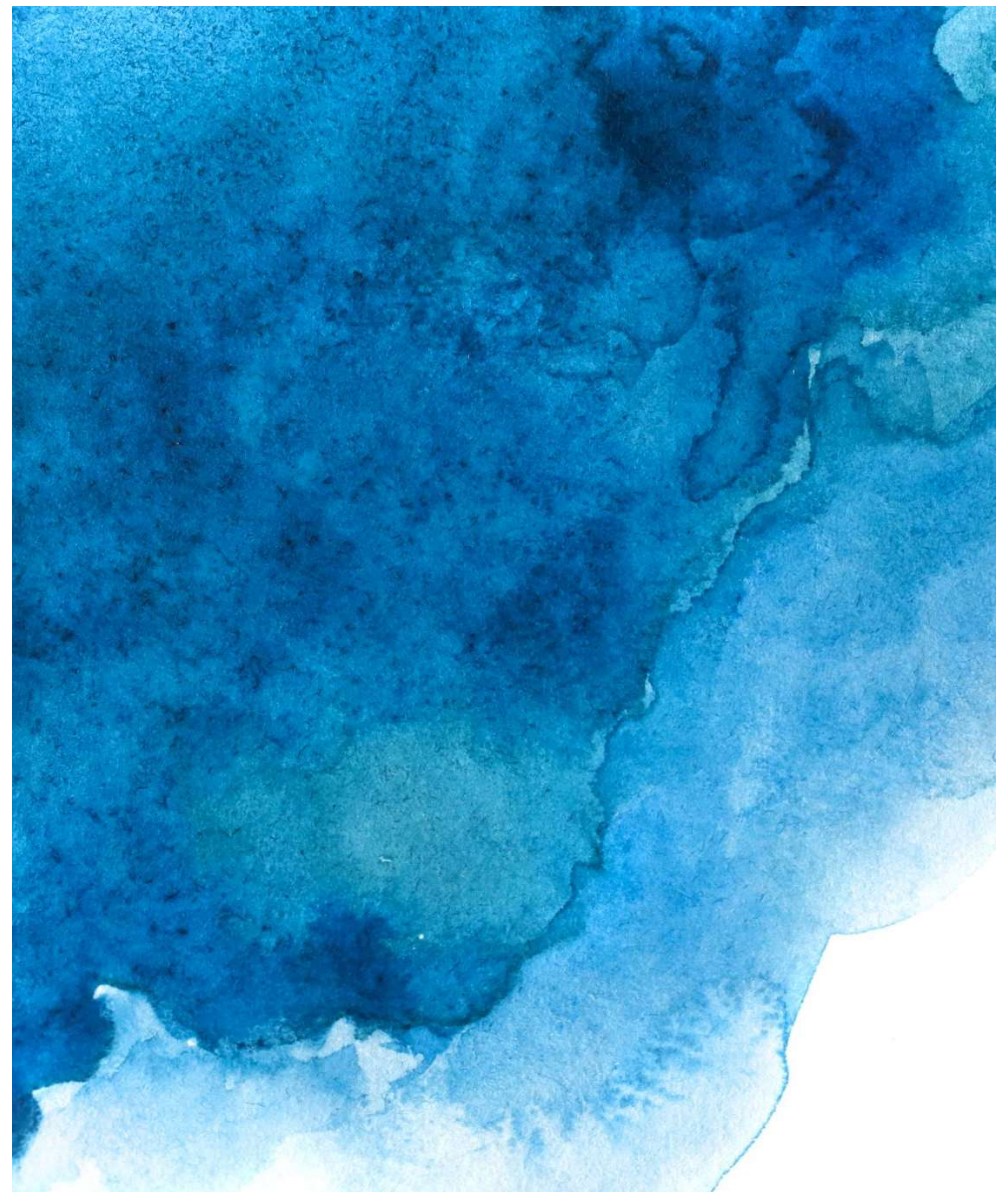

ONDERNEMERSCHAPSCASE IN JOUW ONDERWIJS: HOE DOE JE DAT?

IMPACT-Up Voorjaarsevent
Tilburg Mei 2025

Lauren Verheijen & Frans Melissen



AGENDA

- Waarom wij dit willen doen
- Case Writing Approach (RSM Case Writing Workshop)
- BUas Case – Het verhaal van Bram
- Laten we onszelf eens dezelfde vraag stellen

WAAROM WIJ DIT WILLEN DOEN

- Duurzaamheidstransitie
- De rol van onderwijs
- Hoe betrek je studenten al tijdens hun opleiding bij de duurzaamheidstransitie
 - Intermezzo: Student Dialogues on Engagement
- Case-onderwijs als een middle om “Education *as* Sustainability” te realiseren

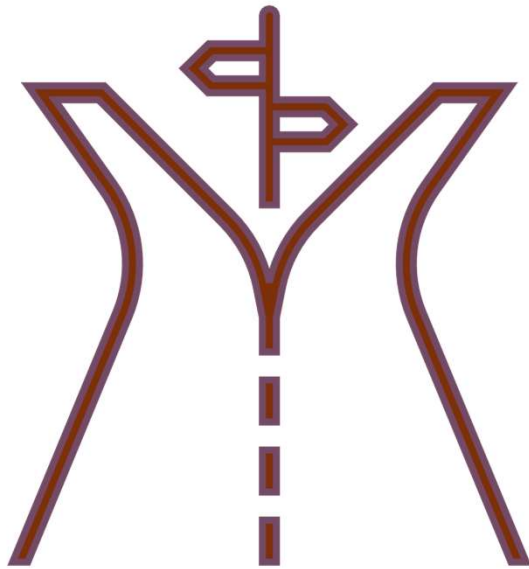
CASE-BASED ONDERWIJS

Workshop RSM Case
Development Centre

May 2024



WAT IS EEN 'TEACHING CASE'



Een 'teaching case' presenteert een probleem, challenge of dilemma waarin een beslissing genomen moet worden. Het brengt real-life situaties in de klas door studenten in de rol van beslisser te plaatsen.

WRITING A CASE



Ideation

Who or what is my story about?

Where does it fit in education?



Fundamentals

Decision maker

Decision focus

Time point

Action trigger



Writing the case

Type of case (length & materials)

Data collection

Narrative structure



Teaching note

What can be learnt from this case?

How can discussion be facilitated?

HET VERHAAL VAN BRAM

BUas Impactondernemerschap Case

BRAM

- Heeft zijn Facility Management propedeuse gehaald in 2018, en is daarna vertrokken om in de industrie te gaan werken.
 - Is in 2022 teruggekomen naar BUas om uiteindelijk 2024 cum laude af te studeren, met richting 'Social Innovation'.
 - Liefde voor cultuur en maatschappij
 - Ondernemer met "wanderlust"
-





VERSION 1: HOSPITALITY FOR SOCIAL IMPACT

Bram, a passionate entrepreneur with 15 years of hospitality experience and a degree in social innovation, stumbled upon an empty building site while strolling through Haarlem. Inspired by his vision, he conceived “Abstract,” a hospitality concept that combines community support with a hospitality business. Abstract aims to support individuals who are distanced from the labour market, providing them with opportunities to reintegrate and rediscover their talents. The tender has now been won, time to start working out the business plan so that this concept can come to life!

Learning Outcomes:

Students learn to create a comprehensive plan for launching a social enterprise, that include stakeholder collaboration, community integration, defining impact and success, *viability*.

- Understand the importance of working with stakeholders and different ways to do so.
 - Understand different ways of defining impact and success and how this logically follows from the ambitions of the organisation.
 - Explore different ways of ensuring viability of the organisation.
-



VERSION 2: THE ACTUAL DILEMMA

“6.1 Wearing multiple hats, don’t lose them

When building a conscious business from personal passion, it’s easy to blur the lines between personal motivation and business decisions. Especially the starting phase – of building a network, securing partners and identifying opportunities – can lead to loss of focus as external parties influence your direction. You are developing the concept, deciding on your role, creating a better sense of the bigger systems and societal challenges at stake, which all at once can be a lot to take in. This way, you are learning new elements that you did not oversee from the beginning. The new contacts that enter your network unconsciously prioritise their needs, wants and mission. To stay aligned with your core mission and intrinsic motivation, consider the following key strategies:

- 1) **Be aware of the multiple hats you wear:** You may find yourself switching between the entrepreneur, the visionary, and the learner, each requiring a different perspective. By becoming aware of different roles, you create clarity for yourself.
 - 2) **Define your mission / vision clearly:** They should serve as your guiding compass, preventing you from straying off course as you encounter new stakeholders.
 - 3) **Project this vision confidently and embrace your unique approach:** By clearly expressing your mission and standing firm in your principles, you’ll maintain control over your business journey.
 - 4) **Don’t be shy:** By being vocal about your personal goals and business proposition you create understanding and respect for what you are carrying out.”
-



VERSION 2: THE ACTUAL DILEMMA

Learning Outcome: Develop your own (current and future, personal and professional) role in tackling societal challenges that relate to climate change and/or sustainable development

1. *Basic Level:* With guidance, identify a range of realities, facts, perspectives and opinions with respect to societal challenges that relate to climate change and/or the broader challenge of sustainable development
 2. *Intermediate Level:* With coaching, analyse positionality of stakeholders involved with societal challenges that relate to climate change and/or the broader challenge of sustainable development
 3. *End Level:* With limited coaching and direction, make well-argued choices and decisions in crafting your own (current and future, personal and professional) role in tackling societal challenges that relate to climate change and/or the broader challenge of sustainable development
-

LATEN WE DIE VRAAG MAAR EENS STELLEN...

Als jij je nou probeert te verplaatsen in Bram z'n situatie – je bent erachter gekomen 'ik weet niet of ik dit wel (zo) wil' en je komt later terug, en je wil iets opzetten wat echt bij jou past, wat zou dat dan zijn?

En hoe pak je dat aan (zonder in een aantal van Bram's valkuilen te trappen)?

LATEN WE DE VRAAG MAAR EENS STELLEN...

Wat wil jij eigenlijk bijdragen aan “de maatschappij”?

Als je, zonder na te denken over allerlei praktische barrières, jouw ideale professionele rol (from scratch) zou kunnen vormgeven, hoe ziet die er dan uit?



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