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Social and cooperative entrepreneurship. A new management style is possible

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Introdução | Introducción | Introduction

Continuous changing environment makes managers of companies need for collaboration. New entrepreneurship paradigms promote collaborative working, rather than merely the competitive style, to improve the social environment in which companies operate (Nichols, 2008). This has made emerge new management styles such as Social Entrepreneurship and, specifically, new society legal forms, such as cooperatives. Because the students nowadays will be entrepreneurs in the future, it is necessary that they are informed about these new management styles and are trained their entrepreneurial skills.

Objetivos Geral e Específicos | Objetivos generales y específicos | General and Specific Objectives

General objectives: Train an entrepreneurial attitude among university students, focusing on social and cooperative entrepreneurship. Specific objectives: 1) Develop entrepreneurial attitude; 2) Presenting students a specific type of entrepreneurship, based on cooperatives and social-focused management that can help to face up new social challenges; 3) Allowing students to contact entrepreneurs, approaching them to the real business environment; 4) Setting the basis for future decision making of the students.

Metodologia | Metodología | Methodology

Entrepreneurship requires holistic skills (Taatala, 2010) to be trained during educational process of future entrepreneurs, stimulating deep thinking (Mani, 2017; Moyo, 2012), ready for continuous changes (Velez, 2019). It is essential the contact of students with real entrepreneurship environment (Mani, 2017; Mann et al., 2014; Taatala, 2007). We have designed activities (conferences, round tables, and visits to the enterprises) in which professional social entrepreneurs have shared their experience with the students, allowing them for asking and receiving feedback on real business life.

Resultados Esperados | Expected results

Comparing students' perception on the projects (social vs. cooperative entrepreneurship), the opinion is better when presenting the project with the social scope. The majority considers in both that the project has been helpful or very helpful to be aware of the importance of this new style of entrepreneurship, but the valuation is higher in 2020/21 vs. 2021/22 (85% vs. 78%). Moreover, the increased willingness to become entrepreneurs after the experience, results are better in 2020/21 vs. 2021/22 (73% vs 53% students say that they will or maybe be entrepreneurs in the short-term).

Qual a oportunidade você está oferecendo? | ¿Qué oportunidad estás ofreciendo? | What opportunity are you offering?

Setting good basements is the first step for success in the future. If we want that future entrepreneurs are able to make their ideas come true and they act in benefit of the society, training it is essential when studying their degrees. In this sense, our project has impact not only on students, but also in general in the society. Besides, the fact of keeping students in contact with real entrepreneurs may be also beneficial for the companies, who can express what they are looking for in future business people, identifying the necessary skills to be trained, and also showing their activity.

Principais Referência Bibliográficas (até 10) | Principales referencias bibliográficas (hasta 10) | Main Bibliographic References (up to 10)

Mani,M.(2017).Aspects of Entrepreneurship Education in Higher Education Institutes. 10th International Conference on Contemporary Computing, 351-353 Moyo,N.(2012).How can Entrepreneurship be taught in Higher Education. Differentiated methods for Business and Non-Business Studies. International Conference on Entrepreneurship Education, 181-188. Nichols, A.(2008). Social Entrepreneurship: New Models of Sustainable Social Change. Taatila, V. P.(2010). Learning entrepreneurship in higher education. Education and Training, 52(1), 48-61 Velez, I(2019). Research in higher education institutions

Resumo | Resumen | Abstract

Entrepreneurship is necessary to make society improve. In a turbulent social environment, continuously changing, people who dare to do something and carry out projects in benefit of the society are crucial. however, giving the first step is always complicated... Steve Jobs said that only those who are crazy enough to think they can change the world, are the ones who actually change it. That is the personality required to be entrepreneur: not just a deep theoretical knowledge, but also a wide range of skills to be trained. Students of Business Administration Bachelor are to become entrepreneurs.