Entrepreneurial Competences through effectuation and charity initiated by the Student Growth House

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Principles of Effectuation in the course
- Bird-in-hand: Start with your means: who I am, what I know, whom I know.
- Affordable Loss: What can I afford to lose? Focus on the upside even if the downside ends up happening.
- Lemonade: Leverage contingencies. Surprises as potential opportunities.
- Crazy Quilt: Form partnerships, self-selecting stakeholders.
- Pilot-in-the-plane: Activities within their control. Worldview and belief: Future is made, neither found nor predicted.


Course pamphlet and Facebook group

Elements in the course seen from the perspective of SGH

A team project + products

Reflecting upon the effectual process

Examples of outcomes:

Complementary view: Causal process: Effect dependent. Rational choice between means and action planned to reach a specific end.

The basic idea in the entrepreneurial process in the course:
Effectual process: Actor dependent. Given set of means. Selecting between possible effects that can be created with that means. Furthermore, means can emerge, direction is formed in an ongoing learning and experimental process. Different ends can emerge.

Actions
- Incremental. “Do Better”
  - Direct to concrete target groups
    - Social lobbying
    - Affect others to act.
  - Indirect. Effect is obtained through different groups and contexts
    - Social activism
    - Affect others to act.
- Radical. “Do different”
  - Changes are more fundamental to society
    - Ideas ensuring a better future for a given society
    - Creating new contexts.