

Nurturing ‘seismic’ Change: A Faculty Development Course for Social Entrepreneurship Educators

BIP Staff Week (20-24 April 2026)

Funded by ERASMUS+



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AURORA

Target Group

This BIP is designed for educators and curriculum designers who are already teaching in the fields of social entrepreneurship, sustainability innovation, or business modelling. Participants examine learning objectives, competency profiles and pedagogical approaches. They also learn how to integrate digital educational tools (such as the seismic business model app and custom GPT mentors) into their teaching practice.

Priorities Addressed

- **Nurturing ‘seismic’ competency growth in students:** Building capacity for teaching social entrepreneurship with a focus on creating market disequilibria and systemic impact.
- **Integrating impact investing pitches in the syllabus:** Fostering experiential learning experiences through impact investing competitions.
- **Digital transformation in education:** Using collaborative education platforms and AI tools for teaching social entrepreneurship.
- **Transnational cooperation:** Fostering collaboration across European universities to scale social innovation learning ecosystems.

Objectives and Description

This blended intensive program (BIP) offers a collaborative learning environment where educators explore new tools and pedagogical approaches, while also learning from one another’s experiences. Participants are invited to share their own syllabi, teaching practices, and challenges, creating a foundation of mutual exchange. Group work sessions encourage participants to co-develop solutions, such as aligning competencies with learning objectives or integrating fundraising pitches into their teaching. The introduction of shared tools (such as the seismic business model online app and customized GPT mentors) provides a common framework for participants, fostering co-creation and experimentation. Group presentations and discussions with peers serve as collective reflection points, ensuring that insights are both deepened through dialogue and carried forward into participants’ own teaching contexts.

The BIP combines structured sessions, peer-led workshops, hands-on tech integration, and optional retreats on writing, field trips, and publication strategies.

Methods and Outcomes

Methods:

- Interactive lectures and group discussions
- Hands-on sessions with the seismic online app
- Collaborative curriculum alignment exercises
- Introduction to the use of customized GPT mentors
- Optional writing retreats/paper development workshops

Expected Outcomes:

- Updated syllabi aligned with seismic competencies
- Course-ready integration of seismic app and GPT mentors
- Joint learning materials and teaching cases
- Strengthened network of seismic educators

BIP Organizing Faculty

- Kai Hockerts and Anne-Karen Hueske, CBS
- Abel Diaz Gonzales, Maastricht University
- Leonhard Gebhardt, ICN-Artem
- Laurence Beierlein, UPEC

Blended Intensive Program Information

Field of education	Management and Administration
Level of studies	Not applicable (staff only)
Physical start date	20/04/2026
Physical end date	24/04/2026
Virtual component timing	16/03/2026 Online onboarding session (1.5h) 08/06/2026 Online closing session (1.5h)
Virtual component description	The onboarding gives access to online tools and assigns preparatory tasks. In the closing session participants report on progress.
Country of venue	Denmark
City of venue	Copenhagen
BIP Collaborators	UPEC, ICN; Maastricht
Main teaching/training language	English
Number of ECTS credits	Not applicable (staff only)

Draft Lecture plan

	Monday 20 th April	Tuesday 21 st April	Wednesday 22 nd April	Thursday 23 rd April	Friday 24 th April
9 ⁰⁰		What competencies? Participants discuss learning objectives <i>Introduce the seismic competency survey</i>	Impact investing Discuss how to teach fundraising pitches <i>Introduce the seismic awards and jury</i>	GenAI Mentors Discuss how to use customized GPTs <i>Introduce customized seismic GPT mentors</i>	Co-creation Discuss co-creation of the seismic APP <i>Introduce the seismic co-creation community</i>
10 ³⁰		<i>Break</i>	<i>Break</i>	<i>Break</i>	<i>Break</i>
11 ⁰⁰		Aligning seismic competencies and learning objectives (group work and final panel presentations)	Aligning a fundraising pitch with your syllabus (group work and final panel presentations)	Use seismic mentors and develop custom GPTs for your course (group work and final panel presentations)	Discuss seismic governance and future spin-out (group work and final panel presentations)
12 ³⁰	<i>Welcome Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	<i>Closing Lunch</i>
14 ⁰⁰	Introductory round Participants present their syllabi & courses <i>Introduce the seismic social modeling APP</i>	Creating market disequilibria Discuss to foster systemic change	Optional content (tbd) - Writing retreat - Paper development - Publication strategies Optional content (tbd) - SE field trips - Erasmus exchange		
15 ³⁰	<i>Break</i>				
14 ⁰⁰	Aligning syllabi and the seismic APP (group work and final panel presentations)	- free time	- free time	- free time	
16 ³⁰	<i>Day ends</i>	<i>Day ends</i>	<i>Day ends</i>	<i>Day ends</i>	
18 ³⁰	Social Dinner				