

# SUMMER SCHOOL 2019

Design for the Business of Change:  
Blurring Boundaries between  
Nonprofits, Governments,  
Corporations, and Business

July 1 - 12, 2019



UNIVERSITY OF ECONOMICS, PRAGUE  
FACULTY OF BUSINESS ADMINISTRATION



# DESIGN FOR THE BUSINESS OF CHANGE

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### DESCRIPTION

Social entrepreneurship is a rapidly developing approach blurring boundaries between non-profits, governments, corporations, and business. It is the entrepreneurs using business methods to help solve social and environmental challenges that make social enterprise distinct from other forms of business. Such a strategy allows problems otherwise ignored or missed by commerce and addressed predominately with often unsustainable donor-driven models by the nonprofit sector to become an object of assistance as well as of profit. This course will provide an overview of social entrepreneurship by looking into the societal problems they address and innovative business models to tackle them. Students will also be introduced the key methodological and epistemic instruments of design and ethnography in order to conduct ethnographic fieldwork and design new strategies.

This course is divided into two intertwined parts. The first part of the course covers various facets of the contemporary global society and its various histories to grasp a better understanding of social change mechanisms and their dynamics. In order to gain a deeper expertise, it is also necessary to scrutinize the ways humanitarian discourse governs our society as well as the practices, ideas, and desires of individuals. Such an understanding allows us to move from old and often inefficient ways towards more effective strategies of a social change in which the environmental and humanitarian aims meet business practices. During the course, we will discuss various ways in which the market and the non-profit industry merge. We will also scrutinize the ways success and innovation are being created to understand what a “successful project” really means and what are the technologies for its production within the field of humanitarianism.

While the first part of the course covers some of the theoretical concepts related to social change, the second layer is a practical one. During the two-week period, students will be introduced to the fundamental principles of design and ethnography with a special focus on the intensive ethnographic method of participant observation fieldwork. We will be practicing what we learn through hands-on exercises designed to build familiarity with concepts and develop new skills.

# BY TAKING PART IN THIS COURSE YOU WILL BE ABLE TO

Conduct intensive fieldwork with an eye towards designing social interventions.

Interrogate important debates on contemporary social and environmental issues through design thinking that will enhance your knowledge of social entrepreneurship.

Understand the boundaries that both limit and promote opportunities for creating innovative, design-forward interventions.

Combine your ethnographic, fieldwork data with your knowledge of contemporary theoretical debates in order to create new models of entrepreneurship with humanitarian goals.

**UNDER-  
STANDING  
CUSTOMER'S  
NEEDS**

## UNIQUE TEACHING METHODS

Ethnographic field research focuses on finding meaning in everyday experience. The aim of this class is to teach students first-hand what it means to conduct in-depth fieldwork and to theoretically contextualize that experience. Lectures and group exercises will encompass readings on innovative entrepreneurship, global, social problems and on conducting “participant-observation” fieldwork. Students will be taught the technologies for the various ways of recording data and how to mine that data for analysis. Finally, with hands-on mentorship by the professors and workshops designed for peer-to-peer feedback, students will realize their classroom experience through their own fieldwork projects and witness directly “theory at work”, creatively developing their own innovative designs that critically engage novel interventions.

**OWN  
FIELDWORK  
PROJECT**

## QUOTE

As the famous French designer, Philippe Starck, notes, “You never create a good design if you only think about design; but only when you take life, sex, body, and sweat into the account.” The intensive ethnographic method of participant observation fieldwork fueled by anthropological conceptualization offers an excellent opportunity for learning, cognition and empathy. While ethnography is an indispensable tool for thinking about meaningful and responsible design, the design provides a technology for future change. During our course, students will learn to utilize the gift of ethnography in order to make the world a better place.

**HANDS-ON  
MENTOR-  
SHIP**

# PROGRAM DETAILS

The course has two main objectives: (1) Training in intensive ethnographic methods including interviews and participant observation fieldwork; and (2) Exposure to important debates surrounding the contemporary social and environmental issues together with design thinking, ethnography and the art of participant observation fieldwork. We will spend some time discussing research design and data analysis, but these topics will appear only as they intersect with our primary objectives.

Students in this course will appreciate that a “design” results in social action or interventions that are not limited to new products and new services but include new experiences and new narratives. Students will learn to be critical of design’s role in shaping and transforming social structures that both empower and endanger users. By critiquing their own designs, and those of the latest social intervention start-ups, students will interrogate how power and social justice issues are constituted in design processes, institutions, and claims of expertise.

## ECTS CREDITS

The course is accredited by the university and students will receive 4 ECTS credits and the Certificate of Attendance upon completion of the course.

## TARGET GROUP

The course is designed for approximately 30 Bachelor, Master or Doctoral students across various fields of study.



# LECTURERS



**JEFFREY  
SCHONBERG**

Jeff is an award-winning medical and visual anthropologist. A recipient of the Paul Farmer Global Citizenship Award from the Society for Public Anthropology, and a Committee on Teaching Excellence Award at University of California, Berkeley, he is currently a lecturer in the Department of Anthropology at San Francisco State University and a research fellow at the Institute for the Study of Social Issues at the University of California, Berkeley. Dr. Schonberg is the co-author, (with Philippe Bourgois), of the best-selling, Leeds award-winning photo-ethnography, *Righteous Dopefiend*, which is currently in its twelfth edition. A traveling exhibition entitled *Righteous Dopefiend: Homelessness, Addiction, and Poverty in Urban America* accompany the book. His latest research is on homicide and gentrification in Oakland, California.



**TOMAS  
RYSKA**

Tomas is a social anthropologist, economist and documentary filmmaker. He has received a number of international awards, such as the Grand Prix at the Russian Anthropological Film Festival from the Russian Academy of Sciences or the Grand Prix at the Ekofilm International Film Festival from the Czech Ministry of Environment. His films have been included in the 'special selection' of the European Association of Social Anthropologists (EASA) or the ASTRA Visual International Anthropology Film Festival. Between 2005 and 2012, he was a director of the international non-governmental organization United World of Indigenous Peoples (UWIP). He is an assistant professor at the Department of Strategy, University of Economics, Prague where he specializes in the complex interrelations between design, ethnography, and strategy. His research focuses on humanitarianism and international development. He has written a doctoral thesis *Enterprising Faith: Ethnography of Faith-Based Development in Contemporary Thailand* at the University of California - Berkeley. He firmly believes in the tradition of ethnographic research.

# TESTIMONIALS



**NATALIE BADIE**  
**CEMS STUDENT**

"Design for the Business of Change under the supervision of Jeff Shonberg and Tomas Ryska was definitely among the most interesting courses I have taken during my entire studies. It has established a whole new thinking perspective among all the attendees. Asking the question WHY? and questioning all the sources of information definitely helps develop critical thinking. Realizing all the biases that might be affecting our opinion-making and structurally designing solutions based on contextualized information will definitely be extremely useful both in academia and in the professional career."



**TOMAS JARABAK**  
**CEMS STUDENT**

"During my undergraduate studies as a business administration student, I often felt that our analytical tools leave out a certain dimension of the phenomena we are trying to understand and evaluate. The training in ethnographic methods that I received during my time at this summer schools not only made me realize what I had been missing but also filled that void by providing me with tools to understand the underlying fabric of our inherently social reality."



**VERONIKA MARCEKOVA**  
**ŠKODA AUTO**

"The course was amazing, I learned a lot about anthropology and about the thinking and acting of people in general. The main reason I enjoyed the course is the great teachers and lecturers that we have met. Especially Jeff was really awesome. Thank you for the opportunity to be a part of it."

# HOW TO APPLY



**PLEASE, FILL IN  
THIS FORM**

contact: Mrs. Martina Honcova  
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Faculty of Business Administration  
W. Churchill sq. 4  
130 67 Prague 3

## TUITION FEE

1,650 EUR\* / early bird registration 1,550 EUR\*  
- tuition fee must be paid by April 30, 2019.

*\* There is an option excluding accommodation for reduced fee.*

Tuition fee includes:

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- 9 lecture days and course materials
- accommodation in double rooms in dormitories (optional)
- lunches during lecture days
- social programme

# UNIVERSITY OF ECONOMICS, PRAGUE



The University of Economics, Prague (VŠE) is the leading public university in the field of management and economy in the Czech Republic. The university celebrated its 60th anniversary in 2013.

VŠE has six faculties offering applicants a broad spectrum of study fields and branches in bachelor's, master's and doctoral degree study programs. Five faculties are located in the centre of Prague – the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Informatics and Statistics and the Faculty of Economics. The Faculty of Management is located in the town of Jindřichův Hradec in South Bohemia.

Currently, there are more than 16,000 students at VŠE. The university currently operates with more than 240 partner universities worldwide. There are approximately 700 outgoing students annually and more than 700 incoming foreign students.



## INTERNATIONAL ACCREDITATIONS AND RANKINGS

The university is highly appraised both in the Czech Republic and abroad. The Faculty of Business Administration (home faculty of the offered Summer Schools) is EQUIS accredited, which ranks the faculty among the top 1% of business schools in the world. In 2016, the Initial Accreditation Committee of AACSB (The Association to Advance Collegiate Schools of Business) accepted the Eligibility Application, thus allowing VŠE to enter the five-year business accreditation process.

VŠE is ranked by the Financial Times annually and has already been appraised for several years by the Eduniversal Ranking project as one of the best “business schools” in Central and Eastern Europe. Since 2013 VŠE has also been ranked in QS World University Rankings.





# PRAGUE, MOTHER OF ALL CITIES

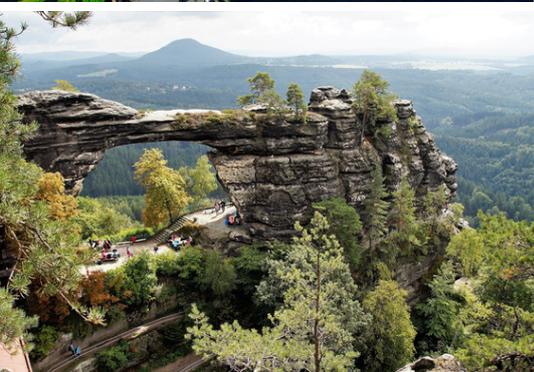
Prague is one of the most beautiful cities where you can do anything you can think of! Whether you like architecture, art, education, sport or just enjoy hanging out with friends, this city is both a perfect and safe place for you.



The capital city of the Czech Republic lies in the center of Central Europe. Prague (Praha, Praga, Prag, Praag) is situated on the river Vltava in central Bohemia and has been the political, cultural, and economic center of the Czech state for over 1100 years. The city itself has about 1.3 million inhabitants and is among the most visited cities in Europe.



Prague has a deep historical background. There are a lot of old monuments like Prague Castle, Charles Bridge, the Old Town Square, the Astronomical Clock, the National Theatre, the Municipal House, the Jewish Quarter, Golden Lane, and many others which have mind-blowing architecture you will fall in love with. The historic center of Prague was included in the UNESCO list of World Heritage Sites in 1992. Nicknames for Prague have included "the mother of cities – Praga mater urbium", "city of a hundred spires" and "the golden city".



## CZECH REPUBLIC

- Area: 78 865 square km
- No. of inhabitants: 10,542,080
- Capital city: Prague (Praha)
- State constitution: republic (parliamentary democracy with two chambers of parliament) President: Miloš Zeman
- Language: the official language is Czech
- Currency: 1 Czech crown (CZK); 1 EUR = appx. 25 CZK; 1 USD = appx. 21 CZK
- Time: Central European Time (GMT + 1), summertime = CET + 1 (GMT + 2)
- Climate: average temperature in summer 22.0°C, in winter – 0.9°C
- For more information visit [www.czechtourism.com](http://www.czechtourism.com).

