



International  
Institute Of  
Inspiration  
Economy



**International Inspiration Economy Project**

[www.inspirationeconomy.org](http://www.inspirationeconomy.org)

[www.youtheconomy.org](http://www.youtheconomy.org)

## Master of Inspiration Economy- Course Syllabus

### Course Name: IE 13 Inspiration Business Models & Visioneering

**1. Program Intending Learning Outcomes (PILOs):**

Upon the completion of the MIE program, students will have:

a) An in-depth knowledge of Inspiration Economy theories, practices, methodologies, processes and tools.
b) The mindset and the competency needed to successfully carry out inspiration labs development projects across organization and communities fields.
c) The capacity to use inspiration economy approaches in solving complex problems and developing corporate and public institutional strategies.
d) The mastering of the tools that would create an effective socio-economic outcome.
e) The ability to communicate effectively to promote the culture of inspiration economy, and to disseminate the practice in the public as well as the corporate spheres, by engaging with communities issues and challenges and bringing solutions for sustainable development.
f) To develop the capabilities of the students to effectively harness the practices of Inspiration Economy with evidence-based higher quality intended learning designs.
g) To carry out world-class research and development in line with Inspiration Economy strategic priorities which focus on applied research.

2. **Course credits:** 3 credit hours

3. **Pre-requisites:** IE 02 Methods of Observation & Opportunities Discovering

4. **Course web-page:** .....

5. **Course coordinator:** Dr. Mohamed Buheji & TBA (Program Advisory Board)

Email: [buhejim@gmail.com](mailto:buhejim@gmail.com) , Email:....

6. **Academic year:**

7. **Semester:**

x	First	Second	Summer
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8. **Textbook(s):**

Book of Reference No 1

*Buheji, M and Ahmed, D (2017) Breaking the Shield, - Introduction to Inspiration Engineering (English) Archway Publishing -USA, ISBN- 978-1480848061.*

Book of Reference No 2

Buheji, M and Ahmed, D (2019) *The Defiance - A Socio-Economic Problem Solving (Edited Book)*, AuthorHouse, UK. ISBN: 978-1-7283-8869-4.

Book of Reference No 3

Buheji, M. (2018) *Re-Inventing Our Lives, A Handbook for Socio-Economic “Problem-Solving”*, AuthorHouse, UK. ISBN- 978-1-5462-9840-3.

Book of Reference No 4

Buheji, M and Ahmed, D (2019) *The Intent – Shaping the future of Poverty Economy*, AuthorHouse, UK. ISBN- 9781728392455

Paper References

1. Socio-Economic Community Problems towards Effective Solutions, *Issues in Social Science*, Vol. 7, No. 1, pp. 1-11.
2. Buheji, M. (2017) *Understanding Mechanisms of Resilience Economy- Live Application on a Complex Business Model*. *Advances in Social Sciences Research Journal*, 4(14), pp. 52-64.
3. Buheji, M and Ahmed, D (2018) *Book Review - Capturing the Innovation Opportunity Space Creating Business Models with New Forms of Innovation*, *International Journal of Inspiration & Resilience Economy* 2018, 2(1): 30-30.

**9. Other resources used (e.g. e-Learning, field visits, periodicals, software, etc.):**

- a) Additional required materials will be provided throughout this course in a soft copy.
- b) Field Visits will be arranged based on students availability in the Morning or Afternoon to certain entities that have managed to bring solutions for complex problems, or have a problem that needs to be investigated.
- c) Case Studies of both Inspiration Economy and similar concepts that lead to love models creation that influenced the socio-economy.

**10. Course description (as per the updated MIE Program catalogue):**

*This course introduces the role of business models and its role in inspiration economy. The students would be introduced to the concept and practice of visioneering in IE. Different models and theories of business models will be reviewed, presented and assessed. The course outlines the challenges and opportunities of visioneering and how it impacts change.*

**11. Course Intended Learning Outcomes (CILOs):**

CILOs	Mapping to PILOs						
	a	b	c	d	e	f	g
1. <i>Critically Understand why inspiration economy business models are important</i>	✓	✓				✓	
2. <i>Evaluate when and how: Inspiration Economy Business Models could be visualised.</i>				✓			
3. <i>How to test the best business models suitable for the beneficiaries in the</i>			✓	✓	✓		✓

	✓		✓	✓		✓
		✓		✓	✓	✓

**14. Course assessment:**

Assessment Type	Number	Weight
Taking Discussion Notes, Participation in Visits and Active Contribution	1	10%
Assignments	2	10%
Students Case Studies	2	10%
Course Project & Presentation	1	45 % (*)
Final (Open Book Exam)	1	25%
Total	7	100%

(\*) Please read the notes below at the end of the syllabus

**15. Course Weekly Breakdown:**

Month	Date	Topics covered	CILOs	Teaching Method	Assessment
1	Sep	Introduction to the types of business models and the differentiation of inspiration based business models	1,2	Lecture/ Discussion	Active Participation
2	Oct	Reviewing how Inspiration Economy Business Models are created through visualisation	1,2,3	Lecture/ Case Studies, Students Presentations & Discussion	Assignment #1
3	Nov	Experimenting in the field of how to create successful 'Business models' in the visualised communities outcome	2,3,4	Lecture/ Discussion/ Projects/ Case Study	Case #1 Inception of Course Project
4	Dec	Researching how can Inspiration Business Models could be maintained & developed for specific case studies	3,4,5,6	Research Analysis Application	Research & Active Participation
5	Jan	Creating Future inspiring community Business Models through project Presentation	2	Lecture/ Students Presentations, Discussion	Project Continuation
<b>Jan</b>		<b>Open Book Exam</b>			

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### **16.Course-related policies:**

- This course is an intensive one-semester course where the student would have to execute a project, therefore, ready to present and discuss in class.
- The Class Instructors is more of a facilitator for an exciting journey. Therefore, everyone is invited to contribute the extracurricular material and multimedia that would add to the quality of and outcome of this journey.
- There would be visits that would be planned 2-3 times during the course. Usually these visits timing depend on the nature of the organisations visited.
- Inspiration Economy Experts would also be invited where possible to some of the classes to participate and share experiences.
- The course project is meant to be the main contribution of the students to the course outcome. Therefore, you are highly encouraged to make a live project where it might change your life and inspires others in the class.
- Students should try their best not to miss class or visits as it would affect their contribution to the course. The instructor would use the 10% of participation to ensure that this encourages the student to abide by this requirement.
- Missing any assignment or exam required to close should be for a serious excuse.
- Final Exam would be an open book.