

## Social Entrepreneurship

Prof. Edgard Barki, PhD.

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### COURSE OBJECTIVES

The concept of organizational hybridity describes entities that integrate diverse institutional elements, blending characteristics from the state, market, and civil society domains. At the intersection of market-driven logic and social missions—where private initiative converges with the goals of civil society—social enterprises emerge as emblematic examples of hybrid organizations, balancing social well-being with market-oriented principles.

Most social enterprises worldwide are founded by wealthier individuals who aim to address the problems of the poor. Rarely are people at the base of the pyramid perceived as the protagonists in solving the challenges they face. Instead, they are often seen merely as customers, producers, or beneficiaries.

This course will explore the concepts, challenges, and opportunities of social enterprises in emerging markets, with a particular focus on Brazil. Furthermore, it aims to adopt a critical, decolonial perspective on social entrepreneurship, emphasising bottom-up approaches to social problems rooted in ancestral and communitarian logics.

### LEARNING & TEACHING

This course will employ a variety of approaches:

- Class discussions based on pre-readings
- Guest lectures delivered by social entrepreneurs
- Field visits to slums and low-income communities.

### FACULTY INFORMATION

**EDGARD BARKI:** Associate Professor of Social Entrepreneurship at FGV EAESP. Head of the Entrepreneurship Center at FGV EAESP. Member of Advisory Board of several social enterprises in Brazil. Professor Barki holds a PhD and a Master from Fundação Getúlio Vargas and an MBA from University of São Paulo. Former Associate Dean of the Master in International Management FGV EAESP. His research interests are in the areas of social entrepreneurship and entrepreneurship in disadvantaged areas. Barki is the author of numerous articles and co-author of the books *“Negócios de impacto socioambiental no Brasil”* (Business with social and environmental impact in Brazil), *“Negócios com Impacto Social no Brasil”* (Business with social impact in Brazil), *“Varejo no Brasil”* (Retail in Brazil) and *“Varejo para Baixa Renda”* (Retailing for Low Income).