

Masters of Business Administration (MBA) – Semester - 3

Course Teaching Plan

Course Title: Social Entrepreneurship

Course Code:340039308

Course Credit: 4

Course Introduction:

Social Entrepreneurship is a course to understand need of starting social enterprises and how to create a sustainable venture with social impact. This course will develop skills ,behaviour and sensitivity among management students which are required to understand importance of social ventures for society and country and world at large. Course is a perfect blend of theoretical and experiential learning which includes class-room teaching ,activities, visits, project work, interactions and presentations.

Course Objectives:

To assess the entrepreneurial process and its application in societal context.

To evaluate the opportunities and challenges of social entrepreneurship process.

To create a sustainable business model that addresses a social problem.

To analyze impact of culture, society, demographics, life style and behavioural aspect on social entrepreneurship.

To understand importance and need of social ventures for humanity, society and nation.

Course Learning Outcomes:

- CLO1: Sensitize students about social entrepreneurship and its requirement in society

- CLO2: Develop creative thinking and problem solving ability among students
- CLO3: Prepare Social Entrepreneurship business plan and ideas for social ventures.
- CLO4 Develop behavioural skills among students which are required for all entrepreneurs.
- CLO5 Create awareness about need and impact of social entrepreneurship and government support and schemes available for them.

CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1: Sensitize students for the dynamic and challenging field of Social entrepreneurship.	5	4	5	4	5
CLO2: Develop creative thinking and problem solving ability among students	5	4	5	4	5
CLO3: Prepare Social venture plan and ideas to create awareness	5	5	5	4	5
CLO4: Develop behavioral skills ,social sensitivity among students which are required for all entrepreneurs	5	4	5	4	5
CLO5: Create awareness about start up eco system and government support and schemes available for them.	5	4	5	4	5

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

Session plan

Session Nos	Syllabus Content
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	Unit-1
1-4	<p>Overview of social entrepreneurship,</p> <p>Characteristics of a social entrepreneur, challenges and future prospects of social entrepreneurship</p> <p>Importance and need of social entrepreneurship in society</p>
5-6	<p>Type of social enterprises,</p> <p>models of social enterprises ,How to make it sustainable ?</p>
7-8	<p>Problems and challenges faced by social entrepreneurs</p> <p>Difference between mainstream entrepreneurs and social entrepreneurs</p> <p>Social sectors in India</p>
9-10	<p>Impact of culture, society, demographics, life style and behavioral aspect in social entrepreneurship.</p> <p>Role of society, media and government at large to develop social businesses.</p>
	Unit-2
11-15	<p>Problem /gap identification for development of a socio business model</p> <p>Social enterprise goals, objectives and mission</p> <p>Business and revenue models</p> <p>Threats to business models Developing social enterprises' business plans.</p>
16-17	<p>Business Plan writing for social enterprise</p> <p>Role of generating awareness for social enterprises</p> <p>Social Marketing for social entrepreneurs</p>
	Unit-4

18-22	How do we measure Value and social return on investment Organization effectiveness of social enterprise. Earned Income: Mobilizing resources, generating income with revenue model Importance of Social impact of an enterprise
23-26	Sources of funds : Private Donations Self sustainable model Government Subsidies Entrepreneurial Fund Raising and Creating awareness Types of fund raising Resource Building
27-30	Importance of volunteers Self sustainable model
	Unit-5
31-40	Experiential learning (Project on social venture planning)

Assessment Scheme :

Specific assessment method	% Weight age	✓CLO to be assessed					Theory	Practical
		CL O 1	✓ CLO 2	CLO 3	CLO 4	CLO 5		
Class participation	5%	✓	✓	✓	✓	✓	✓	✓
Exams	50%	✓	✓	✓	✓	✓	✓	
Case Analysis	5%	✓	✓	✓	✓	✓	✓	✓
Project and Presentation	40%	✓	✓	✓	✓	✓	✓	✓

Educational Resources

Educational Resources	Description
<p>i. Reference Books</p>	<p>Arthur C. Brooks, Social Entrepreneurship: A Modern Approach to Social Value Creation, Prentice Hall</p> <p>David Bornstein, How to Change the World: Social Entrepreneurs</p> <p>Anirudh Agrawal, Payal Kumar (Eds), Social Entrepreneurship and Sustainable Business Models: The Case of India</p>
<p>ii. Journals/ Magazine/periodicals/Books</p>	<p>The Entrepreneur magazine, Journal of Social Entrepreneurship - Taylor & Francis Online</p> <p>2. Social Enterprise Journal - Emerald Insight</p> <p>3. Social Innovation and Social Entrepreneurship: A Systematic Review</p>
<p>iii. Courserelated important Web links</p>	<p>yourstory.com gujpreneurs.com life wings/motivational stories www.startupindia.co.in www.tedtalks.com freshersworld.com Joshtalks.com https://www.niti.gov.in/ http://tdb.gov.in/ https://dpiit.gov.in/ https://www.meity.gov.in/</p>

