

GUJARAT TECHNOLOGICAL UNIVERSITY

Integrated Master of Business Administration

Year – 4 (Semester –7) (W.E.F. Academic Year 2017-18)

Subject Class: Elective

Subject Name: Social Entrepreneurship (SE)

Subject Code: 2577165

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none">• Demonstrate enterprising skills.• Describe social entrepreneurship and characteristics of social entrepreneurs.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none">• Critically evaluate the opportunities, challenges, and issues facing social entrepreneurs.• Prepare effective business plans and analyse them with a social perspective.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none">• Identify and describe prominent models in social entrepreneurship and social innovation prevalent globally.• Analyze the cultural influences shaping social enterprises.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none">• Demonstrate the role of social entrepreneurship in creating innovative solutions for critical social needs.
Effective Communication (EC)	<ul style="list-style-type: none">• Develop, write, and present a social project proposal and business plan and communicate coherently with all agencies and stakeholders involved.
Leadership and Teamwork (LT)	<ul style="list-style-type: none">• Develop leadership skills to be a societal change agent.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each**

3. Course content:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Introduction: <ul style="list-style-type: none">• Social Entrepreneurship<ul style="list-style-type: none">▪ Concepts and importance▪ Characteristics of a successful social entrepreneur▪ Problems faced by social entrepreneurs▪ Difference between mainstream entrepreneurs and social entrepreneurs▪ Social sectors in India▪ Impact of culture, society, demographics, life style	10	17

	<p>and behavioral aspect in social entrepreneurship.</p> <ul style="list-style-type: none"> ▪ Role of society, media and government at large to develop social businesses. <p>Real cases of first generation social entrepreneurs; Gujarati entrepreneur and contribution to India/ World.</p>		
II	<p>Developing the Social Enterprise:</p> <ul style="list-style-type: none"> • Problem /gap identification for development of a socio business model • Social enterprise goals, objectives and mission • Business and revenue models • Threats to business models • Developing social enterprises' business plans <ul style="list-style-type: none"> ▪ Business plan summary ▪ Description of the enterprise ▪ Team- stake holders and volunteers ▪ The market and industry, marketing and fund raising, financial plan, risk assessment, supporting documents,pitfalls. 	10	18
III	<p>Measuring Social value:</p> <ul style="list-style-type: none"> • Why Measure Value, How do we measure Value and social return on investment • Organization effectiveness of social enterprise. Earned Income: Mobilizing resources, Income Sources 	10	17
IV	<p>Donations and Government Income:</p> <ul style="list-style-type: none"> • Private Donations • Venture Philanthropy • Government Subsidies • Entrepreneurial Fund Raising and Marketing <ul style="list-style-type: none"> ▪ Types of fund raising ▪ Fund raising strategies ▪ Volunteer recruitment and attrition ▪ Social enterprise marketing ▪ Launch, Growth and Goal Attainment: ▪ Preparing for Growth, Social Enterprise growth strategies, ▪ Intrapreneurship and Entrepreneurial intensity, and The end of social enterprise process <p>Understanding of ecosystem:</p> <ul style="list-style-type: none"> • Central and state –level institutions supporting social businesses in India • Government schemes for promoting social enterprise. Monetary and non-monetary benefits to founders and cofounders. 	10	18
V	<p>Practical Application with reference to strategic Perspective:</p> <ul style="list-style-type: none"> • Develop a social enterprise business plan, prepare a report and/or give public presentation in the class. 	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Arthur C. Brooks	Social Entrepreneurship: A Modern Approach to Social Value Creation	Prentice Hall	Latest Edition
2	David Bornstein	How to Change the World: Social Entrepreneurs and the Power of New Ideas	Oxford University Press, USA	Latest Edition
3	Anirudh Agrawal, Payal Kumar (Eds.)	Social Entrepreneurship and Sustainable Business Models: The Case of India	Palgrave Macmillan	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Social Entrepreneurship - Taylor & Francis Online
2. Social Enterprise Journal - Emerald Insight
3. Social Innovation and Social Entrepreneurship: A Systematic Review

4. Extra Reading:

- **Creating a World without Poverty: Social Business and the Future of Capitalism** by Muhammad Yunus- The founder of the Grameen Bank tells his own compelling story of bringing micro lending to Bangladesh and describes dozens of ways that social businesses can alleviate poverty.
- **Enterprising Nonprofits: A Toolkit for Social Entrepreneurs** by J. Gregory Dees, Jed Emerson, and Peter Economy - A hands-on guide to social enterprise in the nonprofit sector, filled with real life examples and step-by-step directions.
- **The Fortune at the Bottom of the Pyramid: Eradicating Poverty through**

Profits by C.K. Prahalad - Studies how to profitably serve the world's poorest people and help them escape from poverty. Includes a video of 12 case studies.

- **The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World** by John Elkington and Pamela Hartigan - Successful business models for social entrepreneurship, including case studies of for-profit and non-profit social ventures.
 - **Social Entrepreneurship: The Art of Mission-Based Venture Development** by Peter C. Brinckerhoff - Essential steps for non-profit business development, including case studies and sample business plans.
 - **Strategic Tools for Social Entrepreneurs** by J. Gregory Dees, Jed Emerson, and Peter Economy. Provides a complete set of tools for enhancing the performance of your enterprising non-profit.
 - **The Tactics of Hope: How Social Entrepreneurs Are Changing Our World** by Wilford Welch and David Hopkins. First-person success stories from 30 social entrepreneurs, plus a how-to guide from the authors.
5. <https://www.ashoka.org/en-IN>
 6. <https://olc.worldbank.org/sites/default/files/Social%20Entrepreneurship%20Resources.pdf>
 7. <https://managementhelp.org/socialenterprise/index.htm>