

PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Social Entrepreneurship
COURSE CODE	04MB0331
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

- ❖ Understand the significance of social entrepreneurship and the role played by social entrepreneurs in building a sustainable society.
- ❖ Explain skills and competencies to be a successful social entrepreneur.
- ❖ Identify the social entrepreneurial opportunities
- ❖ Develop a social venture plan.
- ❖ Analyze the problems/ challenges associated with social entrepreneurship

COURSE CONTENTS:

Unit No	Unit / Subunit	Sessions
I	UNDERSTANDING THE APPROACH OF SOCIAL ENTREPRENEURSHIP <ul style="list-style-type: none"> · Social entrepreneur – factors impacting transformation into social entrepreneur · Need for social entrepreneur (shifting focus from economic growth to economic development) · Emerging social issues and challenges · What drives social entrepreneurs (vision, mission and being change agent) · The characteristics of social entrepreneurs · The four distinctions of social entrepreneurship · Concept of “Shared Value” in social Ventures · Defining and distinguishing Social Entrepreneurs. · Defining social entrepreneurs as “Change Makers” · Process of Social Entrepreneurship · A Topology of Social Entrepreneurship · Generating ideas and turning them into social innovations · Feasibility Analysis for Social ventures. · Resistance to Social Entrepreneurship · Key Challenges for Social Entrepreneurs 	8
II	UNIT II: SOCIAL ENTREPRENEURSHIP FRAMEWORK AND FORMS <ul style="list-style-type: none"> ·Social Opportunity Assessment Model ·Social Lean Canvas Model - Social Value Proposition ·Business Model Canvas ·PCDO (People, Context, Deal, Opportunity) Framework ·CASE Model ·Freemium business model FORMS OF SOCIAL ENTERPRISES <ul style="list-style-type: none"> · Profit and non-profit Proprietorships – partnership - company · non-Governmental organization - Society – Trust and Company (sec. 25) registration · Factors determining selection of forms of registration 	8

III	UNIT III: SOCIAL ENTERPRISE AND SOCIAL MARKETING <ul style="list-style-type: none"> · Ethical consideration in designing products for service · Planning for social marketing, Marketing Mix for Social Enterprise · Understanding Social Marketing – distinguishing Social from commercial Marketing · Principles of Social Marketing – Community Based Marketing · Designing markets for social innovation and segmenting target audience · Pricing and promotion strategies – Monetary and Non-Monetary incentives · Managing distribution channel – Social Franchising 	8
IV	UNIT IV: OPPORTUNITIES FOR SOCIAL ENTREPRENEURS <ul style="list-style-type: none"> · Concept of Sustainable Development and its importance · Factors affecting sustainable development - Environmental costs and its economic value - The Political Challenge and development Issues in India · Entrepreneurship and skill development policy for social enterprise · Navigating the Challenges of Capital Raising and understanding Intentions of Investors. · Investment Decision Process and Due Diligences · Enterprise launching and its procedures – start-ups – incubation – accessing venture capital – CSR funds – PPP – Grant Funding 	8
V	UNIT V: SUCCESSFUL SOCIAL ENTREPRENEURSHIP INITIATIVES <ul style="list-style-type: none"> ·Governance of Social Enterprises ·Measuring Social Impact ·Study of successful models ·Grameen Bank – Aravind Eye Care System’s – LEDeG – TERI – Pasumai Payanam, Siruthuli – SEWA – Amul – Evidence from OASIS - Case Study on SELCO, case study on Annapurna – Goonj, - Bhartia Samruddhi Investments & Consulting Services (BASIX) ·Role of Women in social entrepreneurship (A voluntary social contributors) 	8

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Quizzes /Class Participation etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Textbooks:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Jill Kickul, Thomas S. Lyons	Understanding Social Entrepreneurship	Taylor & Francis	3rd Edition 2020
T-02	Anica Zeyen, Markus Beckmann	Social Entrepreneurship and Business Ethics	Taylor & Francis	1st Edition

T-03	Teresa Chahine	Introduction to Social Entrepreneurship	Taylor & Francis	1st Edition (2016)
T-04	Andreasen	Social marketing in the 21st century	. SAGE Publications.	(2006)
T-05	French, Merritt and Reynolds	Social marketing case book,	Sage publications, London.	(2011)

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Ramachandran	Corporate and Social Entrepreneurship: A Transformational Dimension,	The ICFAI University Press	(2009)
R-02	Jeff French, Rowena Merritt & Lucy Reynolds	Social Marketing Casebook	SAGE Publications Ltd	(2011)
R-03	Philips, Bonefiel and Sharma	Social Entrepreneurship,	Global vision publishing house, New Delhi.	(2011)
R-04	Robert Hisrich, Michael Peters and Dean Shepherd	Entrepreneurship	New Delhi, Tata McGraw-Hill Publishing Company Limited	(2009)