

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.)</b>
<b>SEMESTER</b>	<b>5</b>
<b>COURSE TITLE</b>	<b>SOCIAL ENTREPRENEURSHIP AND CORPORATE ENTREPRENEURSHIP</b>
<b>COURSE CODE</b>	<b>04BB0523</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Understand the significance of social entrepreneurship and the role played by social entrepreneurs in building a sustainable society.
- 2 Analyze the issues in strategic planning and funding for social venture
- 3 Explain the importance of Corporate entrepreneurship in business growth and development
- 4 Identify appropriate growth strategies for different types of social ventures
- 5 Understand different forms of Corporate Entrepreneurship

**Pre-requisite of course:**NONE

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Social Entrepreneurship</b> Definition- How are Social Entrepreneurship and Entrepreneurship same and different- - What motivates Social entrepreneurs, Social Entrepreneurship Framework- Models of Social Entrepreneurship process , Recognizing social opportunities: Social Ideas- Role of Innovation- Opportunity Recognition- Using the Social Opportunity assessment tool	10
2	<b>Strategic Planning for a social venture &amp; Funding Social Venture</b> Importance of Social Venture planning- Developing a Social venture plan for a Social venture: From opportunity to Financial plan, Navigating challenges of Capital Raising- Establishing the capital needs of the enterprise- Understanding the intentions of the investors- Impact investing market- Who's who investing and Funding	10

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>Scaling Social Venture &amp; Future of Social Entrepreneurship</b> Challenges to growth- Growth Strategies- Scaling Enhancers, Key challenges in going forward the social entrepreneurship, Need for Catalytic innovations for social impact- Future Trends Social entrepreneurship	10
4	<b>Introduction to Corporate Entrepreneurship</b> Introduction to Corporate Entrepreneurship- Why companies lose their entrepreneurial way: The organizational life cycle, A model of Corporate Entrepreneurship- How Corporate Entrepreneurship differs- Where to find entrepreneurship with in a company, General framework for understanding Corporate Entrepreneurship- Developing an Entrepreneurial Culture	9
5	<b>Forms of Corporate Entrepreneurship</b> Corporate venturing- Strategic entrepreneurship- The business model as vehicle for corporate entrepreneurship, The open innovation revolution- Applying Entrepreneurial Concepts to the Nonprofit and Public sectors, Exploring Entrepreneurship in Nonprofit and Government Organizations- How Public sector managers view Entrepreneurship	9
<b>Total Hours</b>		<b>48</b>

#### **Textbook :**

- 1 Michael H. Morris, Donald F. Kuratko, Jeffrey G. Covin, Michael H. Morris, Donald F. Kuratko, Jeffrey G. Covin, Cengage Learning, 2011
- 2 Understanding Social Entrepreneurship, Jill Kickul, Thomas S. Lyons, Taylor & Francis, 2020

#### **References:**

- 1 Corporate Entrepreneurship, Corporate Entrepreneurship, Robert D. Hisrich & Klaudine Kearney, Mcgraw-Hill, 2020
- 2 Social Entrepreneurship and Business Ethics, Social Entrepreneurship and Business Ethics, Anica Zeyen, Markus Beckmann, Taylor & Francis, 2020
- 3 Introduction to Social Entrepreneurship, Introduction to Social Entrepreneurship, Teresa Chahine, Taylor & Francis, 2016
- 4 Corporate Entrepreneurship , Corporate Entrepreneurship , Paul Burns , Palgrave Macmillan, 2013
- 5 Corporate and Social Entrepreneurship: A Transformational Dimension, Corporate and Social Entrepreneurship: A Transformational Dimension, Ramachandran, The ICFAI University Press, 2009

#### **Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation

<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
10.00	20.00	25.00	25.00	10.00	10.00

**Instructional Method:**

- 1 THEORY