

Course Code	COM3MN202				
Course Title	SOCIAL ENTREPRENEURSHIP				
Type of Course	Minor				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites					
Course Summary	This course equips students with the knowledge, skills, and mindset necessary to tackle pressing social and environmental challenges through entrepreneurial solutions. Through a blend of theoretical concepts, practical applications, case studies, and interactive exercises, students will develop a deep understanding of the principles and practices of social entrepreneurship.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO 1	Understand the concept of social entrepreneurship and its role in addressing social and environmental challenges.	U	C	Internal Examinations/Review Questions/Quizzes/Assignment/Seminar/External Examinations
CO 2	Identify and analyse various models and approaches to social entrepreneurship, including business models, innovative strategies, and ethical considerations.	An	P	Examination Case studies Project
CO 3	Develop practical skills in project management, marketing, and communication for social ventures.	Ap	P	Project Exam

CO 4	Demonstrate a social plans suitable for entrepreneurs.	Ap	P	Project Exam
CO 5	Study real social businesses to see how they work.	Ap	P	Project Exam

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
 Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I	Introduction to Social Entrepreneurship		10	20
		1. Defining Social Entrepreneurship 2. Difference between Social and Business Entrepreneurship 3. Evolution of Social Entrepreneurship in India 4. Process and Types of Social Entrepreneurship 5. Challenges in Social Entrepreneurship 6. Strategies for Overcoming Challenges 7. Future Trends in Social Entrepreneurship		
II	2. Building Blocks of Social Enterprise		12	15
		8. Social Enterprise as a Business Model 9. Types of Business Models in Social Enterprise 10. Understanding Pricing Models for Social Enterprises 11. Creating Delivery Channels for Social Enterprises 12. Financing Social Enterprises 13. Strategies for Competitiveness in Social Enterprises 14. Communication Strategies for Social Enterprises		
III	Social Entrepreneurship and its Linkage with NGO's, Microfinance, et		13	20
		15. Role of NGOs in Social Entrepreneurship 16. Impact of Microfinance on Social Entrepreneurship 17. Integration of ICT in Social Entrepreneurship 18. Empowerment through Self-Help Groups (SHGs) 19. Case Studies on Successful Social Entrepreneurship Models		
IV	Future Trends and Innovations in Social Entrepreneurship		10	15
		20 Emerging Technologies in Social Impact		

		21. Globalization and Cross-cultural Perspectives 22. Collaborations and Partnerships in Social Innovation 23. Role of Government and Policy in Fostering Innovation Ecosystems		
V		Practicum: It is recommended to conduct the following practical exercises	30	
		1. Study real social businesses to see how they work. 2. Visit local communities and talk to people. Students will find out what problems they have and think of ways to help. Prepare a report about it.		

Reference book:

1. Doherty B., George Foster, Chris Mason (2009); Management for Social Enterprise; Sage Publication; U.K.
2. Nicholls Alex (2008); Social Entrepreneurship: A New Model of Sustainable Social Change; Oxford University Press; New York.
3. Agarwal A., Kumar P. (2018); Social Entrepreneurship and Sustainable Business Models: The Case of India; Palgrave Mac Millian.

Mapping of Cos with POs and PSOs

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	Blooms Level
CO1	3	3	3	2	2	1	3	-	-	-	-	-	-	Understanding
CO2	3	2	3	3	3	1	3	-	-	-	-	-	-	Applying
CO3	3	3	1	3	3	2	2	-	-	-	-	-	-	Analyzing
CO4	3	3	2	1	3	3	3	-	-	-	-	-	-	Evaluating
CO5	3	3	3	3	3	3	2	-	-	-	-	-	-	Evaluating