

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):

220

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	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
CO2	Identify and analyze various models and approaches to social entrepreneurship, including business models, innovative strategies, and ethical considerations.	An	P	Examination Case studies Project
CO3	Develop practical skills in project management, marketing, and communication for social ventures.	Ap	P	Project
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs
I	Introduction to Social Entrepreneurship		10
		1.1. Defining Social Entrepreneurship 1.2. Difference between Social and Business Entrepreneurship 1.3. Evolution of Social Entrepreneurship in India 1.4. Process and Types of Social Entrepreneurship 1.5. Challenges in Social Entrepreneurship 1.6. Strategies for Overcoming Challenges 1.7. Future Trends in Social Entrepreneurship	
II	2. Building Blocks of Social Enterprise		12
		2.1. Social Enterprise as a Business Model 2.2. Types of Business Models in Social Enterprise 2.3. Understanding Pricing Models for Social Enterprises 2.4. Creating Delivery Channels for Social Enterprises	

		2.5. Financing Social Enterprises 2.6. Strategies for Competitiveness in Social Enterprises 2.7. Communication Strategies for Social Enterprises	
III	Social Entrepreneurship and its Linkage with NGO's, Microfinance, et		13
		3.1. Role of NGOs in Social Entrepreneurship 3.2. Impact of Microfinance on Social Entrepreneurship 3.3. Integration of ICT in Social Entrepreneurship 3.4. Empowerment through Self-Help Groups (SHGs) 3.5. Case Studies on Successful Social Entrepreneurship Models	
IV	Future Trends and Innovations in Social Entrepreneurship		10
		4.1 Emerging Technologies in Social Impact 4.2. Globalization and Cross-cultural Perspectives 4.3. Collaborations and Partnerships in Social Innovation 4.4. Role of Government and Policy in Fostering Innovation Ecosystems	
V		Open Ended Module for Practicum	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 Millan.