



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

SOCIAL ENTREPRENEURSHIP								
IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
		L	T	P		C	CIA	SEE
CMBD60	Elective	4	-	-	4	40	60	100
		Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45
Prerequisite: ENTREPRENEURIALSHIP DEVELOPMENT								

I. COURSE OVERVIEW:

The "Social Entrepreneurship and Ethical Entrepreneurship" course aims to provide a comprehensive understanding of entrepreneurship with a focus on social impact and ethical considerations. Participants will explore the meanings and types of entrepreneurships, characteristics of entrepreneurs, and the development of entrepreneurship in India. The course will delve into social entrepreneurship, its processes, and the role of social entrepreneurs in creating positive change. Ethical considerations in entrepreneurship and challenges faced in social entrepreneurship will also be addressed.

II. COURSE OBJECTIVES:

The students will try to learn:

1. Provide knowledge about The Social Entrepreneurship
2. Help students to develop "a Social entrepreneurial imagination and to bring out the practice of Social Entrepreneurship in India.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Explore the meaning and definition of entrepreneurship, types of entrepreneurs, and entrepreneurial characteristics.
- CO2 Examine the meaning and characteristics of social entrepreneurs and social enterprises.
- CO3 Apply models of the entrepreneurship process, including the Timmons Model and the PCDO framework.
- CO4 Discuss the sources of social entrepreneurship and the qualities and skills essential for social entrepreneurs.
- CO5 Analyze the boundaries of social entrepreneurship, distinguishing it from social service provision and activism.
- CO6 Evaluate the ethical dimensions of entrepreneurship, considering relationships with customers, employees, and the government.

IV. COURSE CONTENT:

MODULE-I-INTRODUCTION TO ENTREPRENEUR AND ENTREPRENEURSHIP (08)

Meaning and definition Entrepreneur, Entrepreneurship. Types of Entrepreneurs –Social entrepreneur, Serial entrepreneur, Life style entrepreneur. Types of Entrepreneurships –creative entrepreneurship, inclusive entrepreneurship, knowledge entrepreneurship. Entrepreneurial characteristics: Inspiration, creativity, direct action, courage and fortitude. Characteristics of entrepreneur: innovate, introduces new technologies, catalyst, creative, generating opportunity for profit or reward. Entrepreneurship development in India. Scope of entrepreneur development. Concepts of Value Creation.

MODULE -II-SOCIAL ENTREPRENEUR, ENTREPRENEURSHIP AND ENTERPRISES (10)

Meaning, definition of social entrepreneur, social entrepreneurship, social enterprises. Characteristics of Social Entrepreneurship - pursuit of new opportunities and exploration of hidden resources to serve those missions, decision- making power not based on capital ownership, participatory and collaborative nature involving various stake holders, change opportunities lying in the hands of every individual. Characteristics of Social Entrepreneur- social catalysts, socially aware, opportunity seeking, innovative, resourceful, accountable. Differences between Business and Social entrepreneur, Entrepreneurship and Social Entrepreneurship. Social Entrepreneurship in developing countries and in India.

MODULE -III - THE SOCIAL ENTREPRENEURSHIP PROCESS (09)

The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work, The Case Model, The Social Entrepreneurship Frame work. Sources of Social Entrepreneurship -Public Sector, Private Sector, Voluntary Sector.

7 Qualities and Skills of Social Entrepreneur - Entrepreneurial, innovative, transformatory, leadership, storytelling, people, visionary opportunities, alliance building, questions and doubts, accountability, missing skills, succession, scale.

MODULE -IV - SOCIAL ENTREPRENEURSHIP IN PRACTICE: (10)

Bangladesh Rural Advancement Committee (BRAC), The Grameen Bank (GB), The Self Employment Women's Association (SEWA), Aravind Eye Hospital, Barefoot College, Bhartia Samruddhi Investment & Consulting Services (BASIX), Narayana Hrudayalaya Institute of Medical Sciences, Technology Informatics Design Endeavour (TIDE). Boundaries of Social Entrepreneurship – Social service provision, Social activism.

MODULE -V-ETHICAL ENTREPRENEURSHIP AND CHALLENGES IN SOCIAL ENTREPRENEURSHIP (08)

Ethical entrepreneurship: Meaning. Empirical ethics, eternal ethics. Entrepreneur and customer, Entrepreneur and employee, Entrepreneur and Government. Challenges in Social Entrepreneurship

V. TEXT BOOKS:

1. Robert A. Philips Margret Bonefiel Ritesh Sharma, "Social entrepreneurship, the next big business opportunity" Global Vision Publishing House, New Delhi, 2nd edition, 2011.
2. Mel Young, "Social Entrepreneurship: A New Way of Thinking about Business", 2nd edition 2021.
3. Kickul, Thomas S. Lyons, Taylor and Francis, "Understanding Social Entrepreneurship the Relentless Pursuit of Mission in an Ever Changing World", 3rdedition, in 2020.
4. David Bornstein, Susan Davis, "Social Entrepreneurship: What Everyone Needs to Know" Oxford University Press, 5th edition, 2019.
5. Beugre, Taylor & Francis "Social Entrepreneurship ", 4th edition, 2016.
6. S.S.Khanka, "Entrepreneurship in India, perspective and practice", Akansha publishing house, New Delhi, 2009.

VI. REFERENCE BOOKS:

1. Jill Kickul and Thomas S.Lyons, Routledge, Understanding social entrepreneurship, the

- relentless pursuit of mission in an ever changing world, New York, 2012.
2. Vasanth Desai, Entrepreneurial development, Himalaya Publishing House, 2008.
 3. Bornstein, David, how to change the world: social entrepreneurs and the power of new ideas New York, NY: oxford university press, 2004.
 4. Dees, j. Gregory, “the meaning of social entrepreneurship” center for the advancement, 2007.
 5. Martin, roger and Osberg, sally, “social entrepreneurship: the case for definition”, Stanford social innovation review. 2008.

VII. WEB REFERENCES:

1. <https://www.amazon.in/Social-Entrepreneurship-Sustainable-Development>

VIII. E-TEXT BOOKS:

1. https://www.amazon.in/dp/B006QV7ZRI/ref=cm_sw_r_apan_glt_3K966HJ31FHHNF0ANFME