



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		
CMBE65	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Entrepreneurship and Design Thinking								
SDGs Mapped: SDG 1 (No Poverty), SDG 10 (Reduced Inequalities), SDG 3 (Good Health & Well-being)								

I. COURSE OVERVIEW:

This course introduces to the concepts of entrepreneurship and social entrepreneurship, focusing on entrepreneurial characteristics, value creation, and the development of social enterprises. It explores models and frameworks of the social entrepreneurship process, examines case studies of successful social enterprises, and highlights ethical considerations and challenges. Students will gain the knowledge and skills required to identify opportunities, design sustainable ventures, and apply ethical principles in entrepreneurial practice.

II. COURSE OBJECTIVES:

The students will try to learn:

- I. The meaning, characteristics, and scope of entrepreneurship and entrepreneurial development.
- II. The differences between business and social entrepreneurship, highlighting their significance in India and globally.
- III. The models, frameworks, and sources of the social entrepreneurship process.
- IV. The real-world practices of social entrepreneurship through case studies of successful enterprises.
- V. The challenges faced in implementing social entrepreneurship initiatives.

III. COURSE OUTCOMES:

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

- CO1 Recall the concepts, types, and characteristics of entrepreneurs and entrepreneurship, including value creation.
- CO2 Explain the meaning, features, and differences between business and social entrepreneurship, with reference to India and developing countries.
- CO3 Apply models and frameworks such as Timmons, PCDO, and Case Models to analyze the social entrepreneurship process.
- CO4 Analyze the qualities and skills required for successful social entrepreneurs in various contexts.
- CO5 Evaluate real-world case studies of social enterprises to assess their impact, sustainability, and innovation.
- CO6 Design ethical and practical strategies to address challenges in social entrepreneurship, ensuring accountability and stakeholder engagement.

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) framework, The Case Model, The Social Entrepreneurship Framework, 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, Bharti 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", 3rd edition, in 2020.

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.

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