

SOCIAL ENTREPRENEURSHIP

IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBC63	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	30	70	100
Contact Classes:45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45		
<p>I. COURSE OVERVIEW: This course is about the social entrepreneurship an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations. This course include the topics such as introduction to entrepreneur and entrepreneurship, social entrepreneur, entrepreneurship and enterprises, the social entrepreneurship process, social entrepreneurship in practice, ethical entrepreneurship and challenges in social entrepreneurship.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. Entrepreneur and entrepreneurship and development in India. II. About social entrepreneur, entrepreneurship and enterprises. III. The social entrepreneurship IV. Social entrepreneurial imagination and to bring out the practice of social entrepreneurship in India. V. Ethical entrepreneurship and analyze the challenges in social entrepreneurship. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <p>CO 1: Summarize the concept, types, and characteristics to acquire the knowledge.</p> <p>CO 2: Design new creativity and innovate by applying new technologies to acquire new opportunity and develop in business.</p> <p>CO 3: Identify the new opportunities and exploration of hidden resources for decision making purpose in business.</p> <p>CO 4: Examine about social entrepreneurship in developing countries and in India to gain a new opportunity and make a new innovation in business.</p> <p>CO 5: Assess the Timmons model and PCDO framework to apply in entrepreneurship.</p> <p>CO 6: Evaluate the qualities, skills, innovative, leadership, visionary, opportunities, accountability, and skills, to develop the business and become entrepreneur.</p> <p>CO 7: Describe the BRAC, GB, SEWA, BASIX, and TIDE, to apply this in entrepreneurship practice.</p> <p>CO 8: Analyze the boundaries of social entrepreneurship, social service provision, and social activism to follow in social entrepreneurship in real business practice.</p> <p>CO 9: Discuss the difference between empirical ethics, eternal ethics, is applicable to innovative a good product for a customer and employee also follow.</p> <p>CO 10: Identify the challenges in social entrepreneurship to implement in entrepreneurship.</p>								
IV. SYLLABUS								
UNIT-I	INTRODUCTION TO ENTREPRENEUR AND ENTREPRENEURSHIP						Classes: 08	
Meaning and definition Entrepreneur, Entrepreneurship. Types of Entrepreneurs –Social entrepreneur, Serial entrepreneur, Life style entrepreneur. Types of Entrepreneurship –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.								

UNIT-II	SOCIAL ENTREPRENEUR, ENTREPRENEURSHIP AND ENTERPRISES	Classes: 10
<p>Meaning, definition of Social entrepreneur, social entrepreneurship, social enterprises. Characteristics of Social Entrepreneurship - pursuit of new opportunities and exploration of hidden resources to serve that 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 Entrepreneur ship. Social Entrepreneurship in developing countries and in India.</p>		
UNIT-III	THE SOCIAL ENTREPRENEURSHIP PROCESS	Classes: 09
<p>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.</p> <p>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.</p>		
UNIT-IV	SOCIAL ENTREPRENEURSHIP IN PRACTICE	Classes: 10
<p>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.</p>		
UNIT-V	ETHICAL ENTREPRENEURSHIP AND CHALLENGES IN SOCIAL ENTREPRENEURSHIP	Classes: 08
<p>Ethical entrepreneurship: Meaning. Empirical ethics, eternal ethics. Entrepreneur and customer, Entrepreneur and employee, Entrepreneur and Government. Challenges in Social Entrepreneurship.</p>		
Text Books:		
<ol style="list-style-type: none"> 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, 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. 		
Reference Books:		
<ol style="list-style-type: none"> 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. 		
Web References:		
<ol style="list-style-type: none"> 1. https://www.amazon.in/Social-Entrepreneurship-Sustainable-Development. 		

E-Text Books:

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