



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3rd Semester

Subject Class: Functional_ Elective

Subject Name: Social Entrepreneurship (SE)

Subject Code: 4539284

With effective
from academic
year 2018-19

1. Learning Outcomes:

| Learning Outcome Component | Learning Outcome (Student will be able to) |
|---|---|
| Business Environment and Domain Knowledge (BEDK) | <ul style="list-style-type: none"> Assess the entrepreneurial process and its application in societal context. Evaluate the opportunities and challenges of social entrepreneurship process. |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | <ul style="list-style-type: none"> Identify how social entrepreneurs organize scarce resources to affect social change. Create a sustainable business model that addresses a social problem. |
| Global Exposure and Cross-Cultural Understanding (GECCU) | <ul style="list-style-type: none"> Analyze impact of culture, society, demographics, life style and behavioral aspect on social entrepreneurship. |
| Social Responsiveness and Ethics (SRE) | <ul style="list-style-type: none"> Analyze how the principles of social entrepreneurship have been applied to address social problems. Analyze how social entrepreneurship can be employed to empower disadvantaged community members to create social change and develop their skills. |
| Effective Communication (EC) | <ul style="list-style-type: none"> Develop and present a social project proposal and business plan. Recommend how to communicate coherently with all agencies and stakeholders involved in establishing the business. |
| Leadership and Teamwork (LT) | <ul style="list-style-type: none"> Evaluate leadership qualities and business analytical skills required to be a social change agent. |

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

| Sub. Code: 4539284 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| LO1: Assess the entrepreneurial process and its application in societal context. | 3 | 1 | 2 | - | - | 1 | 2 | 2 | 1 |
| LO2: Evaluate the opportunities and challenges of social entrepreneurship process. | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 |
| LO3: Identify how social entrepreneurs organize scarce resources to affect social change. | - | 2 | 1 | 2 | 2 | 1 | - | 2 | 2 |
| LO4: Create a sustainable business model that addresses a social problem. | 2 | - | 2 | - | - | 2 | 3 | 2 | 3 |
| LO5: Analyze impact of culture, society, demographics, life style | 2 | - | 2 | - | 3 | 1 | 1 | 1 | 1 |



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|---|---|---|---|---|---|---|---|---|---|
| and behavioral aspect on social entrepreneurship. | | | | | | | | | |
| LO6: Analyze how the principles of social entrepreneurship have been applied to address social problems. | 2 | 2 | 2 | 1 | 1 | - | 3 | 2 | - |
| LO7: Analyze how social entrepreneurship can be employed to empower disadvantaged community members to create social change and develop their skills. | - | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |
| LO8: Develop and present a social project proposal and business plan. | 2 | 2 | 1 | 3 | - | 1 | 2 | 1 | 1 |
| LO9: Recommend how to communicate coherently with all agencies and stakeholders involved in establishing the business. | 2 | 2 | 1 | 3 | - | 3 | 1 | 1 | 1 |
| LO10: Evaluate leadership qualities and business analytical skills required to be a social change agent. | 1 | 1 | 2 | 3 | - | 3 | 1 | 1 | 1 |

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each**

3. **Course content:**

| Module No: | Contents | No. of Sessions | 70 Marks (External Evaluation) |
|------------|--|-----------------|--------------------------------|
| I | <p>Introduction:</p> <ul style="list-style-type: none"> • Social Entrepreneurship <ul style="list-style-type: none"> ○ Concepts and importance ○ Characteristics of a successful social entrepreneur ○ Problems faced by social entrepreneurs ○ Difference between mainstream entrepreneurs and social entrepreneurs ○ Social sectors in India ○ Impact of culture, society, demographics, life style and behavioral aspect in social entrepreneurship. ○ Role of society, media and government at large to develop social businesses. <p>Real cases of first generation social entrepreneurs; Gujarati entrepreneur and contribution to India/ World.</p> | 10 | 17 |



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| | | | |
|------------|---|-----|-------------------|
| II | <p>Developing the Social Enterprise:</p> <ul style="list-style-type: none"> • Problem /gap identification for development of a socio business model • Social enterprise goals, objectives and mission • Business and revenue models • Threats to business models • Developing social enterprises' business plans <ul style="list-style-type: none"> ○ Business plan summary ○ Description of the enterprise ○ Team- stake holders and volunteers ○ The market and industry, marketing and fund raising, financial plan, risk assessment, supporting documents, pitfalls. | 10 | 18 |
| III | <p>Measuring Social value:</p> <ul style="list-style-type: none"> • Why Measure Value, How do we measure Value and social return on investment • Organization effectiveness of social enterprise. Earned Income: Mobilizing resources, Income Sources | 10 | 17 |
| IV | <p>Donations and Government Income:</p> <ul style="list-style-type: none"> • Private Donations • Venture Philanthropy • Government Subsidies • Entrepreneurial Fund Raising and Marketing <ul style="list-style-type: none"> ○ Types of fund raising ○ Fund raising strategies ○ Volunteer recruitment and attrition ○ Social enterprise marketing ○ Launch, Growth and Goal Attainment: <ul style="list-style-type: none"> ▪ Preparing for Growth, Social Enterprise growth strategies, ▪ Intrapreneurship and Entrepreneurial intensity, and The end of social enterprise process <p>Understanding of ecosystem:</p> <ul style="list-style-type: none"> • Central and state –level institutions supporting social businesses in India • Government schemes for promoting social enterprise. Monetary and non-monetary benefits to founders and cofounders. | 10 | 18 |
| V | <p>Practical Application with reference to strategic Perspective:</p> <ul style="list-style-type: none"> • Develop a social enterprise business plan, prepare a report and/or give public presentation in the class. | --- | (30 marks CEC) |

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study



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- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

| | | |
|---|-----------------------------------|--|
| A | Internal Evaluation | (Internal Assessment- 50 Marks) |
| | • Continuous Evaluation Component | 30 marks |
| | • Class Presence & Participation | 10 marks |
| | • Quiz | 10 marks |
| B | Mid-Semester examination | (Internal Assessment-30 Marks) |
| C | End –Semester Examination | (External Assessment-70 Marks) |

6. Reference Books:

| Sr. No. | Author | Name of the Book | Publisher | Year of Publication |
|---------|-------------------------------------|--|------------------------------|---------------------|
| 1 | Arthur C. Brooks | Social Entrepreneurship: A Modern Approach to Social Value Creation | Prentice Hall | Latest Edition |
| 2 | David Bornstein | How to Change the World: Social Entrepreneurs and the Power of New Ideas | Oxford University Press, USA | Latest Edition |
| 3 | Anirudh Agrawal, Payal Kumar (Eds.) | Social Entrepreneurship and Sustainable Business Models: The Case of India | Palgrave Macmillan | Latest Edition |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Social Entrepreneurship - Taylor & Francis Online
 2. Social Enterprise Journal - Emerald Insight
 3. Social Innovation and Social Entrepreneurship: A Systematic Review
4. **Extra Reading:**
- **Creating a World without Poverty: Social Business and the Future of Capitalism** by Muhammad Yunus- The founder of the Grameen Bank tells his own compelling story of bringing micro lending to Bangladesh and describes dozens of ways that social businesses can alleviate poverty.
 - **Enterprising Nonprofits: A Toolkit for Social Entrepreneurs** by J. Gregory Dees, Jed Emerson, and Peter Economy - A hands-on guide to social enterprise in the nonprofit sector, filled with real life examples and step-by-step directions.
 - **The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits** by C.K. Prahalad - Studies how to profitably serve the world's poorest people and help them escape from poverty. Includes a video of 12 case studies.
 - **The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World** by John Elkington and Pamela Hartigan -Successful



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business models for social entrepreneurship, including case studies of for-profit and non-profit social ventures.

- **Social Entrepreneurship: The Art of Mission-Based Venture Development** by Peter C. Brinckerhoff - Essential steps for non-profit business development, including case studies and sample business plans.
 - **Strategic Tools for Social Entrepreneurs** by J. Gregory Dees, Jed Emerson, and Peter Economy. Provides a complete set of tools for enhancing the performance of your enterprising non-profit.
 - **The Tactics of Hope: How Social Entrepreneurs Are Changing Our World** by Wilford Welch and David Hopkins. First-person success stories from 30 social entrepreneurs, plus a how-to guide from the authors.
5. <https://www.ashoka.org/en-IN>
 6. <https://olc.worldbank.org/sites/default/files/Social%20Entrepreneurship%20Resources.pdf>
 7. <https://managementhelp.org/socialenterprise/index.htm>